



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY
EXAMINATIONS
2018/2019 ACADEMIC YEAR
FIRST YEAR FIRST SEMESTER**

**SCHOOL OF BUSINESS AND
ECONOMICS
DIPLOMA IN BUSINESS MANAGEMENT**

**COURSE CODE: DBM 005
COURSE TITLE: PERSONNEL
MANAGEMENT**

**DATE: 16TH APRIL 2019
1100 - 1300 HRS**

TIME:

INSTRUCTIONS TO CANDIDATES

- *Answer question ONE (compulsory) and any other THREE*
- *Question one carries 25 marks*

- **All other questions carry 15 marks**

This paper consists of 2 printed pages.

Please turn over

QUESTION 1

a) Induction process is an important activity in recruitment and selection. Explain

(5 marks)

b) Define the following terms as used in personnel management;-

i. Job description

(2 marks)

ii. Job analysis

(2 marks)

iii. Job specifications

(2 marks)

c) Explain the qualities of a competent personnel manager

(5 marks)

d) Describe the significance of personnel management

(5 marks)

e) Distinguish between Halo and Horn effect in recruitment

(4 marks)

QUESTION 2

a) Flamingo flowers farm has been managing the personnel issues of the organizations in a very informal manner. You have been recruited as the personnel officer for the company and your main duty is to professionalize the personnel matters of the company. One of the tasks is to review the job descriptions of the company. Explain how you would advise management on the principles of good job descriptions.

(7marks)

b) Organizations have shown an increased trend of towards internal recruitment. Describe four reasons for this trend to employees and organizations.

(8 marks)

QUESTION THREE

- a) Differentiate between recruitment and selection.
(4marks)
- b) Discuss the essentials of a good recruitment Policy.
(5marks)
- c) As a manager explain why you would opt for internal sources of recruitment over external sources of recruitment.
(6marks)

QUESTION FOUR

- a) Discuss the disadvantages of job analysis.
(7marks)
- b) Explain the various steps you will follow when carrying out job analysis.
(8marks)

QUESTION 5

- a) From lessons learnt in class, explain the importance of conducting job evaluations.
(7 marks)
- b) A major function of Personnel managers is to motivate employees. Explain various strategies you would use to motivate employees. **(8 marks)**

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