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## **EMBU UNIVERSITY COLLEGE**

**(A CONSTITUENT COLLEGE OF THE UNIVERSITY OF NAIROBI)**

**SECOND SEMESTER EXAMINATIONS 2013/2014**

**SECOND SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF  
SCIENCE IN AGRIBUSINESS MANAGEMENT**

**AEB: 205: HUMAN RESOURCE MANAGEMENT**

**DATE: APRIL 9, 2014**

**TIME: 11.00AM – 1.00PM**

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**INSTRUCTIONS:**

**Answer Question ONE and ANY Other TWO Questions.**

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**QUESTION ONE (30 MARKS)**

- a) Explain five main functions of human resource management in an agribusiness firm.  
(5 marks)
- b) You have been hired to the position of Agribusiness Manager in a growing cut flower farm in Embu County. Your company plans to create a Corporate and Public Relations Department to deal with growing clients and suppliers. Describe the steps you would use to

carry out a job analysis for the new positions in the department.

(5 marks)

c) Briefly explain the rationale for conducting employee performance appraisals.

(5 marks)

d) Your firm is a producer of quail eggs in Thika town. You are looking to expand production into nearby areas. Currently, you are looking for a sales representative who will help you service and maintain customer relations in the new areas. Describe how you would recruit for the position.

(5 marks).

e) Distinguish between staff training and development.

(5 marks)

f) Briefly explain any five benefits of a human resource audit.

(5 marks)

### **QUESTION TWO**

The human resource managers of today are often faced with challenges in the management of people in business and industry. Using relevant examples, discuss any five challenges with reference to the agri-food industry.

(20 marks)

### **QUESTION THREE**

a) You are a manager of a small juice processing firm with a total of 10 employees. Briefly discuss any five methods you might use to offer training to your employees. The methods used should be appropriate to your firm size.

(10 marks)

b) Explain any five sources of stress for employees in a typical agribusiness firm and suggest ways of coping with them.

(10 marks)

### **QUESTION FOUR**

Drawing on examples from the agribusiness sector, discuss any five provisions of the Employment Act, 2007.

(20 marks)

### QUESTION FIVE

Malaika food processor is a large company manufacturing biscuits based in Embu and listed in the Mogotio Stock Exchange. For years, Malaika Ltd. has been doing well and employees used to receive bonuses year on year. Employees felt that their contribution was paying off for the company and as a result, they tended to be highly motivated. However, for the last two years, Malaika Ltd has not been doing well. The company has witnessed high turnover among its staff. Moreover, a number of employees were retrenched in the last year and those that remained have often complained about the extra workload. Increased competition has resulted in a decline in revenues and profits and as a result, the company has not paid any bonuses over the last two years. The company has noticed recently that the motivation and loyalty of employees has begun to decline.

**Task:** Discuss strategies that Malaika Ltd. could use to motivate its employees and increase their productivity (20 marks)

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