



(University of Choice)

**MASINDE MULIRO UNIVERSITY OF
SCIENCE AND TECHNOLOGY
(MMUST)**

MAIN CAMPUS

UNIVERSITY EXAMINATIONS

2021 / 2022 ACADEMIC YEAR

SECOND YEAR SECOND SEMESTER EXAMINATIONS

FOR THE DIPLOMA

IN

HUMAN RESOURCE MANAGEMENT

COURSE CODE: DBB 210

**COURSE TITLE: PERFORMANCE AND COMPENSATION
MANAGEMENT**

DATE: FRIDAY, 22ND 2022

TIME: 12:00 – 2:00PM

INSTRUCTIONS TO CANDIDATES

1. Question ONE is compulsory, choose Any other TWO Questions
2. Marks for each question are indicated in the parenthesis.
3. Examination duration is 2 Hours

MMUST observes ZERO tolerance to examination cheating

This Paper Consists of 3 Printed Pages Please Turn Over.

Question one

Kakamega Sacco organization rely heavily on their interest charges as income that build value. Consequently, the top management is supportive to performance management in the organization at the individual employee level is essential and the business case for implementing a system to measure and improve employee performance is strong. Management of time and effort to increase performance not only meets this goal; it also decreases turnover rates. The most common part of the process, and the one with which the organization are most familiar, is the process of the performance appraisal, or evaluation. However, the performance appraisal process is not the only thing that is done in performance management. Performance management is the process of identifying, measuring, managing, and developing the performance of the human resources in an organization.

As an assistant to Human Resource Manager figure out how well employees perform and then to ultimately improve that performance level. When used correctly, performance management is a systematic analysis and measurement of worker performance including communication of that assessment to the individual that is used to improve performance over time. Performance appraisal, on the other hand, is the ongoing process of evaluating employee performance. Performance appraisals are reviews of employee performance over time, so appraisal is just one piece of performance management.

- (a) Explain the process of performance management (10 marks)
- (b) Explain the contents of performance appraisal (10 marks)
- (c) Explain how Kakamega Sacco Manager can minimize bad organization performance(10 marks)

Question two

The significance of total reward a total reward strategy is critical to addressing the issues created by recruitment and retention as well as providing a means of influencing behaviour. It can help create a work experience that meets the needs of employees and encourages them to contribute extra effort, by developing a deal that addresses a broad range of issues and by spending reward money where they will be most effective in addressing workers values.

- (a) Explain the importance of a total reward approach. (10 marks)
- (b) Discuss two major categories of reward (5 marks)
- (c) Define reward strategy. (5 marks)

Question three

Job evaluation is a systematic process for defining the relative worth or size of jobs within an organization. It provides the basis for designing an equitable grade and pay structure, grading jobs in the structure and managing job and pay.

- (a) Discuss the aims of job evaluation. (10 marks)
- (b) Explain five methods of job evaluation (10 marks)

Question four

- (a) Define employee benefit. (2 marks)
- (b) Explain main types of employee benefits (8 marks)
- (c) Define pension. (5 marks)
- (d) Define allowances and give examples (5 marks)



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**SUPPLEMENTARY/SPECIAL EXAMINATIONS
2017/2018 ACADEMIC YEAR
FIRST YEAR FIRST SEMESTER**

**SUPPLEMENTARY/SPECIAL EXAMINATIONS
FOR THE DEGREE
OF
MASTER OF BUSINESS ADMINISTRATION**

COURSE CODE: MBA 806

COURSE TITLE: MARKETING MANAGEMENT

DATE: TUESDAY, 24TH SEPT 2019 TIME: 8:00AM - 11:00AM

INSTRUCTIONS TO CANDIDATES

1. Answer question ONE (compulsory) and any other THREE questions.

TIME: 3 HOURS

MMUST observes ZERO tolerance to examination cheating

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QUESTION: ONE

- a) As a marketing manager of a manufacturing firm of your own choice, explain the relevance of marketing practice in the firm. (10marks)
- b) Explain the circumstances that force an organization to invest in new products. (10marks)

QUESTION: TWO

- a) Explain the marketing strategies for managing; new, growing, mature and declining products on the market. (10marks)
- b) Outline the role of pricing strategy in an organization. (10marks)

QUESTION: THREE

- a) Explain the benefits and limitations of direct marketing strategy. (10marks)
- b) Show why it is necessary for an organization to have a distribution policy. (10marks)

QUESTION: FOUR

- a) Outline the importance of promotional strategy in an organization. (10marks)
- b) Explain why it is necessary for an organization to understand consumer buying behavior. (10marks)

QUESTION: FIVE

- a) Marketing is all about customer satisfaction. Discuss. (10marks)
- b) Describe the relevance of investing in consumer research to a company. (10marks)