

**CHUKA**



**UNIVERSITY**

**UNIVERSITY EXAMINATIONS**

**THIRD YEAR EXAMINATION FOR THE AWARD OF DEGREE OF  
BACHELOR OF COMMERCE**

**BCOM 364: MANAGEMENT OF DIVERSITY**

**STREAMS: BCOM Y3S2**

**TIME: 2 HOURS**

**DAY/DATE: TUESDAY 23/4/2013**

**2.30 P.M. – 4.30 P.M**

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**INSTRUCTIONS:**

**QUESTION ONE IS COMPULSORY. ANSWER ANY OTHER TWO QUESTIONS.**

**QUESTION ONE:**

1. (a) Explain the concept of workforce diversity. [5 marks]
- (b) Effective diversity management can be of competitive advantage to a modern organization. Discuss. [10 marks]
- (c) The most important resources of an organization are its human resources – the people who supply the organization with the work, talent, creativity and drive. In pursuit to ensure that these resources are competent, there are various challenges faced by human resources managers. Discuss these challenges. [10 marks]
- (d) Describe the pitfalls that have to be avoided if diversity management is to be successful. [5 marks]

**QUESTION TWO:**

2. (a) Discuss the individual and organizational approaches which should be adopted to ensure success in diversity management. [8 marks]
- (b) All groups whether formal or informal go through a similar process of forming. Explain the stages in group formation. [5 marks]

- (c) Explain some of the trends that will change work and workforce of the 21<sup>st</sup> Century in ensuring management of diversity is effective. [7 marks]

**QUESTION THREE:**

3. (a) Having diversity training programs is one way an organization can improve diversity management in its organization. What are some of the factors that undermine effectiveness in these programmes? [10 marks]
- (b) Discuss how as a manager you would help your organization to keep older workers engaged and their skills current. [5 marks]
- (c) Describe some of the guidelines which can be adopted by organization to change its culture. [5 marks]

**QUESTION FOUR:**

- (a) Companies actively seek to embed certain values into their corporate cultures. To fully implement and institutionalize these values in an organization, a company can consider various ways. Discuss these ways. [10 marks]
- (b) Organization culture can be classified in different ways. Explain the classification. [10 marks]
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