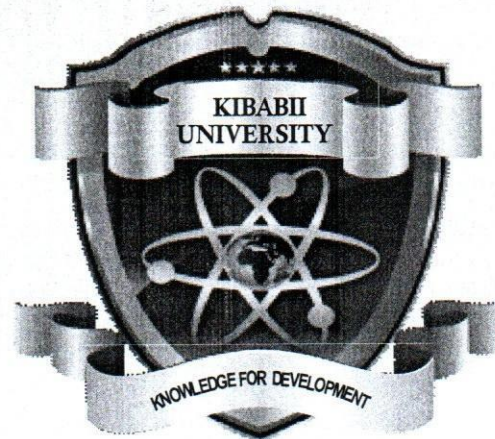


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KIBABII UNIVERSITY



UNIVERSITY EXAMINATIONS

**2019/2020 ACADEMIC YEAR
FOURTH YEAR SECOND SEMESTER
MAIN EXAMINATION**

**FOR THE DEGREE OF BACHELOR OF BUSINESS
MANAGEMENT**

COURSE CODE: BBH 422

COURSE TITLE: CAREER AND TALENT MANAGEMENT

DATE: 12/11/2020

TIME: 2.00 – 4.00PM

INSTRUCTION TO CANDIDATES

- 1) The paper contains FIVE questions
- 2) Attempt THREE questions
- 3) Question ONE is Compulsory

TIME: 2 Hours

KIBU observes ZERO tolerance to examination cheating

QUESTION ONE

An employer value proposition encompasses your organization mission, values and culture and it gives employees a powerful reason to work for you. It is everything your company can offer as an employer in exchange for all the skills and experience your employees bring to the table. A strong value proposition coupled with frequent and spontaneous feedback to employees enhances employee performance and engagement thus increasing productivity and ultimately leading to higher rates of retention. Timely feedback is enhanced through performance management which normally ensures that set of activities and outputs meet an organization's goals in an efficient and effective manner. Talent, employee engagement and experience are interrelated and together have a multivariate relationship to performance. Having an exceptionally powerful talent does not invalidate the need for practice that will refine the talent so that it can contribute to the consistently near –perfect performance of strength.

- a) In the passage we are told that an employer value proposition (EVP) gives employees a powerful reason to work for the organization. Analyze how an organization benefits from a well-designed EVP communicated often to both potential and current employees (10 marks)
- b)) Since performance management specifies tasks and outcomes of a job providing timely feedback and coaching, discuss strategies for effective performance management (10 marks)
- c) The management and the higher authorities need to take the initiative to pave the way for personal development and long-term association with the organization. Discuss ways in which a manager can motivate and retain employees (10 marks)

QUESTION TWO

- a) Taking into account that a career is the entire body of work done as you move from your first position to your current one; highlight the best careers for human resource Professionals and explain why such careers are ideal (10 marks)
- b) In respect to the statement by authorities on talent management that talent has a significant contribution to strength, discuss the benefits of talent to employees (10 marks)

QUESTION THREE

- a) Career planning is a process that provides a “plan of action” for students. Analyze career development process by identifying how it contributes to a plan of action for students (8 marks)
- b) To ensure a positive first-day for all of your contingent or full-time workers you need to consider incorporating one or more of best practices into your onboarding plan. Explain best practices you will incorporate into your onboarding plan for effective employee engagement (12 marks)

QUESTION FOUR

- a) Talent acquisition aims to attract talent regardless of specific vacancies. Discuss talent acquisition strategies used in ensuring top talent acquisition and retention (8 marks)

b) Identify categories of career strategies that can enhance an individual's chance of career goal fulfillment (12 marks)

QUESTION FIVE

a) Talent strategy is likely to work best when learning is valued with plentiful chances for growth. Discuss features of a successful talent growth process that is likely to spur growth in county governments (10 marks)

b) Rather than scouring for a qualified candidate as soon as a new position opens up, a talent pipeline will allow a recruiter to choose easily. Justify why recruiters will find it easy to fill up vacant positions through a talent pipeline (10 marks)