

KIBABII UNIVERSITY



UNIVERSITY EXAMINATIONS

**2021/2022 ACADEMIC YEAR
FOURTH YEAR FIRST SEMESTER
MAIN EXAMINATION.**

**FOR THE DEGREE OF BACHELOR COMMERCE
COURSE CODE: BCB 439E
COURSE TITLE: GENDER ISSUES IN
MANAGEMENT**

DATE: 26/05/2022 TIME: 2.00PM – 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 (30 MARKS)

- a. Gender is the range of characteristics pertaining to femininity and masculinity and differentiating between them. Depending on the context, this may include sex-based social structures and gender identity. Differentiate between Sex and Gender. **(5 marks)**
- b. Discuss the challenges managers face in implementing gender policies. **(8 marks)**
- c. Outline five measures in which a manager can put in place to prevent Gender based violence. **(5 marks)**
- d. List down the Values and self-esteem associated with men in organization set ups **(6 marks)**
- e. Define the following major psychological theories of gender management
- I. Fictionist theories
 - II. Conflict theory
 - III. Feminist theories **(6 marks)**

QUESTION TWO

- a. Discuss common patterns that can trigger gender conflict within organization. **(10 marks)**
- b. Describe the benefits managers derive from effective gender management. **(10 marks)**

QUESTION THREE

With a practical example, explain how management can address gender related issues in organization. **(20 marks)**

QUESTION FOUR

In understanding the cultural roles of gender, it's important to review historical origin of differences. Most of the research illustrates that differences in cultural norms regarding gender roles emerge in response to specific historical situations but tend to persist even after the historical conditions had changed. Discuss the following

conditions which are considered long term historical determinants roles in gender management. **(20 marks)**

- a) Language
- b) Geography
- c) Preindustrial societal characteristics
- d) Family structures
- e) Religion

QUESTION FIVE

Define the following terms as used in gender management

(20 marks)

- a. Gender analysis
- b. Gender needs
- c. Gender equality
- d. Gender equity
- e. Gender diversity