



# THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

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**MAIN EXAMINATION**

**JANUARY - APRIL 2015 TRIMESTER**

**FACULTY OF COMMERCE**

**WRITTEN COMPREHENSIVE EXAMINATION**

**HUMAN RESOURCE MANAGEMENT**

<b>Date: 21<sup>st</sup> February 2015</b>	<b>Duration: 3 Hours</b>
<b>Instructions: Answer ALL Questions</b>	

CASE STUDY: IKEA's Innovative Human Resource Management Practices and Work Culture.

- Q1. a) IKEA's vision was "To create a better everyday life for the many people." As Human Resource specialist, how would you translate this vision into actual Human Resource practices?  
(14 marks)
- b) How did IKEA's Human Resource Manager translate the vision into actual Human Resources practices?  
(14 marks)
- c) How does IKEA's culture promote productivity.  
(10 marks)
- d) IKEA maintained Swedish Culture. What pertinent Kenyan customs and traditions would you use to promote productivity in your business?  
(16 marks)
- Q2. a) By applying relevant HRM theory or concept, discuss any three different Human Resource Management practices of IKEA.  
(20 marks)
- b) Discuss the latest trends and challenges in Human Resource Management.  
(13 marks)
- c) How did IKEA address its contemporary Human resource management challenges?  
(13 marks)

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