



**TECHNICAL UNIVERSITY OF MOMBASA**  
***Faculty of Business & Social Studies***

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN GRAPHIC DESIGN

(DGD V, YIII, SI)

**BGD 2307: ART & DESIGN STUDIO ORGANIZATION MANAGEMENT AND  
LAW II**

END OF SEMESTER EXAMINATIONS

**SERIES:** APRIL 2015

**TIME:** 2 HOURS

**INSTRUCTIONS:**

- This paper consists of **TWO** Sections **A & B**.
- Section **A** is **Compulsory**.
- Answer any other **TWO** questions in Section **B**.

***This paper consists of Two printed pages.***

## SECTION A (Compulsory)

### QUESTION 1

- a) Explain 'Human Resource Management'. (3 marks)
- b) Outline **SIX** key functions of Human Resource Management. (6 marks)
- c) Explain the difference between an "asset" and a "liability". (4 marks)
- d) Give **THREE** examples of current liabilities. (3 marks)
- e) Explain **THREE** main differences between a tangible product and a service. (6 marks)
- f) i) Explain "virtual organization". (3 marks)  
  
ii) Outline **THREE** advantages that a virtual organization may enjoy when compared with other types of organizations. (3 marks)
- g) Explain "aptitude". (2 marks)

## SECTION B (Answer any TWO questions)

### QUESTION 2

- a) Explain **FIVE** key factors you need to consider when deciding where to locate your design business. (10 marks)
- b) Outline **FIVE** objectives of a plant layout. (5 marks)
- c) Distinguish between a "line layout" and a "process layout". (5 marks)

### QUESTION 3

- a) Outline **FIVE** functions of Financial Manager in a business organization. (5 marks)
- b) Illustrate the operating cycle of working capital. (8 marks)
- c) State **SEVEN** ways in which working capital is important in a business. (7 marks)

### QUESTION 4

- a) Discuss **THREE** levels of a product giving examples. (9 marks)
- b) State **FOUR** main methods you can use as the bases for pricing your design products. (4 marks)
- c) Suggest **SEVEN** marketing tactics that Safaricom mobile company has deployed over the years to outdo their competitors. (7 marks)

## QUESTION 5

- a) Discuss **FIVE** essentials of a contract. **(15 marks)**
- b) Explain the importance of having your contracts in writing. **(5 marks)**