



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN GRAPHIC DESIGN
(DGD IV)

BGD 2217: ART AND DESIGN STUDIO MANAGEMENT I

SPECIAL/SUPPLEMENTARY EXAMINATIONS

SERIES: FEBRUARY 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) i) Explain the difference between Art and Science. **(6 marks)**
ii) Using examples, relate management to Art and Science. **(6 marks)**
- b) Outline the interpersonal and the decisional roles of a Manager. **(6 marks)**
- c) Explain the Systems Management approach **(6 marks)**
- d) Explain the benefits of planning in an organization. **(6 marks)**

SECTION B (Answer any TWO questions)

QUESTION 2

- a) Outline at least **TEN** principles of a formal organization, according to Henri Fayol. **(10 marks)**
- b) Outline key steps in a decision making process. **(10 marks)**

QUESTION 3

- a) Using illustrations, explain **FOUR** major types of organizational structures. **(10 marks)**
- b) Outline **FOUR** factors to consider when creating a structure for your organization. **(4 marks)**

QUESTION 4

- a) Discuss **FOUR** elements that comprise individual differences in an organization. **(16 marks)**
- b) Explain the difference between a leader and a manager. **(4 marks)**

QUESTION 5

- a) Explain Abraham Maslow's hierarchy of Human Needs with the aid of an illustration. **(12 marks)**
- b) Discuss **FOUR** benefits of effective communication to a design studio organization. **(8 marks)**