



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN GRAPHIC DESIGN
(DGD V)

BGD 2307: ART AND DESIGN STUDIO MANAGEMENT II

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 Three printed pages.

SECTION A (Compulsory)

QUESTION 1

- a) Define:
 - i) Quality control (2 marks)
 - ii) Standardization (2 marks)
 - iii) Production (2 marks)
 - iv) Contract (2 marks)
- b) Explain the **TWO** main types of production layout giving examples. (6 marks)
- c) State **FIVE** factors you need to consider when siting your design studio business. (5 marks)
- d) Highlight **FIVE** factors that are likely to influence pricing of your products. (5 marks)
- e) Explain **THREE** methods you can use to promote your new studio business. (6 marks)

SECTION B (Answer any **TWO** questions)

QUESTION 2

- a) Explain the **FOUR** P's of marketing. (12 marks)
- b) Explain how you can apply the variables (P's) in 2 (a) above in the marketing of your studio and products. (8 marks)

QUESTION 3

- a) State **FIVE** reasons why a studio manager should have knowledge of financial management. (5 marks)
- b) i) Explain "cashflow". (3 marks)
ii) Explain **FIVE** ways in which you can improve the cashflow in your studio business. (10 marks)
- c) Name **THREE** types of financial statements that a design studio organization must prepare periodically. (2 marks)

QUESTION 4

- a) Outline key steps in a staff recruitment process. (6 marks)
- b) Explain **FOUR** types of tests that can be used in the selection of new staff for a design studio. (8 marks)
- c) Describe **THREE** main functions of a job interview. (6 marks)

QUESTION 5

- a) Explain the following concepts and their role in contract;
- i) Offer and acceptance (4 marks)
 - ii) Legality (4 marks)
 - iii) Capacity (4 marks)
- b) Discuss **FOUR** factors that can cause the termination of a contract. (8 marks)