



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

UNIVERSITY EXAMINATION FOR:

DIPLOMA IN GRAPHIC DESIGN

BGD 2307: ART & DESIGN STUDIO ORGANIZATION

MANAGEMENT & LAW II

SPECIAL SUPPLEMENTARY SEMESTER EXAMINATION

SERIES: AUGUST 2017

TIME: 2 HOURS

DATE: Pick Date Sep 2017

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, Examination Pass and Student ID

This paper consists of **FIVE** questions.

Attempt question ONE (Compulsory) and any other TWO questions.

Do not write on the question paper.

QUESTION 1 – COMPULSORY

a) Explain the following terms:

- | | |
|----------------------|-----------|
| i. Production | (3 marks) |
| ii. Standardization | (3 marks) |
| iii. Job description | (3 marks) |
| iv. Cash flow | (3 marks) |

- b) Outline the steps involved in staff recruitment process right from the need identification to the placement. (7 marks)
- c) Explain any THREE categories of contracts. (6 marks)
- d) Discuss the THREE levels of a Product. (5 marks)

QUESTION 2

- a. Discuss SEVEN factors that could be behind the failure of many design studios in Mombasa to expand whereas the market for quality design services and products in the county and Kenya as a whole is on the rise. (14 marks)
- b. Outline SIX factors you would consider when pricing your services and products. (6 Marks)

QUESTION 3

- a) Discuss FOUR purposes of a Product Design. (8 marks)
- b) Explain SIX steps involved in Production Control. (12 marks)

QUESTION 4

- a. Discuss FOUR common types of Job interviews. (8 marks)
- b. Explain measures you would take to improve cash flow in your studio business which is reasonably busy and keen to invest more on tools for expansion. (12 marks)

QUESTION 5

Explain the following concepts in contract and their importance:

- a) Offer and Acceptance (5 marks)
- b) Legality (5 marks)
- c) Capacity (5 marks)
- d) Consideration (5 marks)