



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Social Sciences and Humanities

Department of Communication Studies

UNIVERSITY EXAMINATION FOR:

HGD 2215: Design Studio Management

END OF SEMESTER EXAMINATION

SERIES: AUGUST 2019

TIME: TWO HOURS

DATE: Pick Date Select Month Pick Year

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of FIVE questions. Question ONE is compulsory, Attempt any other TWO.

Do not write on the question paper.

Question ONE

- (i) Describe the following functions of management in design studio management
 - a) Planning (2 Marks)
 - b) Organizing (2 Marks)
 - c) Leading (2 Marks)
 - d) Controlling (2 Marks)
- (ii) Differentiate between 'fictions' and 'fictional finalism' as explained by Hans Vaihinger and Alfred Adler. (3 Marks)
- (iii) With the help of appropriate examples, explain the following levels of management.
 - a. Administrative (3 Marks)
 - b. Executory (3 Marks)
 - c. Supervisory (3 Marks)
- (iv) What do you understand by the term organizational objectives? (2 Marks)
- (v) Explain the FOUR most important concepts of the marketing mix (8 Marks)

Question TWO

- i) Explain any FIVE functions of the supervisory level of management (10 Marks)
- ii) State and explain any FIVE features of a good control system (10 Marks)

Question THREE

- i) Explain in detail the four personality types identified by Alfred Adler (8 Marks)
- ii) Briefly explain any SIX features of good planning (12 Marks)

Question FOUR

- i) Identify FIVE principles of scientific management (10 Marks)
- ii) Explain in detail any TWO common organizational structures (10 Marks)

Question FIVE

- i) Identify and discuss TWO areas of study under the behavioral school of management thought. (20 Marks)