



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

SPECIAL/SUPPLEMENTARY

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) Explain the following terminologies.
 - a. Delegation of authority (2 Marks)
 - b. Application of ultimate authority (2 Marks)
 - c. Continuity (2 Marks)
 - d. Unity of command and direction (2 Marks)
 - e. Motivation (2 Marks)
- (ii) Outline TWO common functions of human resource in any organization (2 Marks)
- (iii) Briefly describe the following organizational structures;
 - a. Functional Structure (3 Marks)
 - b. Divisional Structure (3 Marks)
 - c. Flat/ Flatarchy structure (3 Marks)
- (iv) Define the term organizational objectives? (2 Marks)

- (v) Describe any TWO reasons why planning is important in an organization. (4 Marks)
- (vi) What do you understand by the term 'transformational leadership'? (3 Marks)

Question TWO

- i) Explain any FOUR functions of the executive level of management (8 Marks)
- ii) Describe any SIX features of a good organizational structure (12 Marks)

Question THREE

- i) Explain any SIX features of good leading (12 Marks)
- ii) Describe FOUR principles of transformational leadership (8 Marks)

Question FOUR

- i) Using appropriate illustrations, describe Abraham Maslow's hierarchy of needs (12 Marks)
- ii) State and explain the FOUR principles of total quality management (8 Marks)

Question FIVE

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