



# TECHNICAL UNIVERSITY OF MOMBASA

---

School of Humanities and Social Sciences

Department of Communication Studies

## UNIVERSITY EXAMINATION FOR:

### DIPLOMA IN GRAPHIC DESIGN

### HGD 2215: ART & DESIGN STUDIO ORGANIZATION

### MANAGEMENT

### END OF SEMESTER EXAMINATION

**SERIES:** AUGUST 2024

**TIME:** 2 HOURS

**DATE:** ~~Pick Date~~Aug 2024

#### 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 question)**

a) Define

- |                           |           |
|---------------------------|-----------|
| (i) Scientific management | (2 marks) |
| (ii) Human relations      | (2 marks) |
| (iii) Systems management  | (2 marks) |
| (iv) Product              | (2 marks) |

- b) Outline steps involved in staff recruitment. (6 marks)
- c) Explain THREE types of Production Layouts. (6 marks)
- d) Describe THREE pricing strategies that you can use. (6 marks)
- e) Explain TWO types of managers in organization levels. (4 marks)

### **Question 2**

- (a) Discuss the essential skills of a Studio Manager. (10 marks)
- (b) Explain Scientific Management theory and its value. (10 marks)

### **Question 3**

Management can be defined as the process of Planning, Organizing, Directing and Controlling. Elaborate what the functions entail from the perspectives of Studio organization context. (20 marks)

### **Question 4**

- a) Suggest and discuss at least SIX tactics you would use to enhance the motivation of your Studio staff to ensure your studio organization achieve its goals. (12 marks)
- b) Explain FOUR potential sources of finance for a Design Studio business. (8 marks)

### **Question 5**

Suppose you have discovered your rural town lacks a professional art and design services provider. The town has huge potential to sustain a design studio, because it hosts numerous businesses including corporates and public offices including county headquarters and departments.

Explain with examples

- a) FIVE key factors you would consider when siting your studio in the area. (10 marks)
- b) FIVE strategies or techniques you would use to market your business. (10 marks)

