



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN GRAPHIC DESIGN

(DG IV)

BGD 2219: ART & STUDIO ORGANISATION MANAGEMENT II

SUPPLEMENTARY/SPECIAL EXAMINATIONS

SERIES: FEBRUARY 2013

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) Marketing (2 marks)
 - ii) Product (2 marks)
 - iii) Customer satisfaction (2 marks)
 - iv) Standardization (2 marks)
 - v) Job design (2 marks)
- b) Explain the **THREE** types of production giving examples. (6 marks)
- c) State **FIVE** sources of Staff Recruitment for a studio organization. (6 marks)
- d) Discuss **FOUR** functions of Financial Accounting in a studio organization. (8 marks)

SECTION B (Attempt any TWO questions)

QUESTION 2

- a) Write short notes on any **TWO** of the following marketing philosophies:
 - i) The product concept (4 marks)
 - ii) The selling concept (4 marks)
 - iii) The marketing concept (4 marks)
 - iv) The societal marketing concept. (4 marks)
- b) Write PESTEL in full and explain each components, briefly. (12 marks)

QUESTION 3

- a) Explain **THREE** reasons why you need to analyze consumer behaviour as a design entrepreneur. (6 marks)
- b) Outline the buyer decision process, in fast moving consumer good. (5 marks)
- c) State **FIVE** ways in which you can reduce customer dissatisfaction with your design product. (5 marks)
- d) Illustrate product Life Cycle with the aid of a simple graph. (4 marks)

QUESTION 4

- a) State **FIVE** purposes of a product design. (5 marks)
- b) Explain **THREE** reasons why quality control is important in any production. (9 marks)
- c) Explain the Value Chain Analysis and its process. (9 marks)

QUESTION 5

- a) Explain the procedure of Staff Recruitment for a studio organization. (9 marks)
- b) Discuss the importance of performance appraisal in a growing studio organization. (11 marks)