



# **TECHNICAL UNIVERSITY OF MOMBASA**

***Faculty of Business & Social Studies***

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN GRAPHIC DESIGN

(DG IV)

**BGD 2117: ART AND DESIGN STUDIO ORGANIZATION MANAGEMENT**

**I**

END OF SEMESTER EXAMINATIONS

**SERIES:** DECEMBER 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) Explain whether management is an art or science. (6marks)
- b) Outline the media features of contingency management approach. (5marks)
- c) Explain THREE types of skills that a good studio manager must possess. (6marks)
- d) Briefly explain the contributions of Elton Mayo in Human Relations and Behavioral Science Approach. (6marks)
- e) State FOUR shortcoming of scientific management approach. (4marks)
- f) Explain 'planning'. (3marks)

**SECTION B (Attempt any TWO questions)**

**QUESTION 2**

- a) Outline at least TEN principles of a formal organization according to Henri Fayol. (10marks)\
- b) Outline key steps on a decision making process. (10marks)

**QUESTION 3**

- a) i) Outline the objectives of an organizational structure. (4marks)  
ii) Explain FIVE factors to consider when creating a structure for your organization. (10marks)
- b) Explain at least THREE reasons why many organizations are preferring flat structures as opposed to tall structures. (6 marks)

**QUESTION 4**

- a) Describe any FOUR personality traits. (8 marks)
- b) Explain the difference between 'Directive and Behavioral' decision making styles. (6marks)
- c) State six characteristics of an 'excellent organization'. (6marks)

**QUESTION 5**

- a) Outline EIGHT tasks of a Design studio manager. (8 marks)
- b) Explain any THREE types of organization structures. (6marks)
- c) Briefly explain Abraham Maslows', Hierarchy of Human Needs with the aid of an illustration. (6marks)

