



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN GRAPHIC DESIGN

(DG II)

BGD 2307: ART & DESIGN STUDIO ORGANIZATION MANAGEMENT II

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) Define
- i) Societal marketing (2marks)
 - ii) Standardization (2marks)
 - iii) Value chain analysis (2marks)
 - iv) Consideration (2marks)
- b) Explain the Two main types of production layout giving examples. (6marks)
- c) State six factors you need to consider when siting your design studio. (6marks)
- d) Mention Five sources of ethics. (5marks)
- e) Outline the steps of the staff recruitment process. (5marks)

QUESTION 2

- a) Through the use of examples, explain the following
- i) The internal marketing Environment (6marks)
 - ii) The External marketing Environment (6marks)
- b) Explain the buying decision process. (6marks)

QUESTION 3

- a) State FIVE reasons for a studio manager to have some knowledge in financial management (5marks)
- b) i) Explain 'cash flow' (2 marks)
- ii) Explain FIVE ways in which you can improve cash flow in your studio business. (10marks)
- c) Name THREE types of financial statement that a Design studio organization must prepare Periodically. (3marks)

QUESTION 4

- a) Explain the following ethical issues from a Graphic Design/Artist perspective
- i) Prejudice (3 marks)
 - ii) Good taste (3marks)

iii)Sexism (3marks)

iv)Indoctrination (3marks)

b) Explain FOUR types of interviews that can be used in the selection of new staff for a Design studio. (8marks)

QUESTION 5

a) Explain any FIVE vitiating factors in a contract. (10 marks)

b) Explain their concepts and their role of the following contract:

i) Offer and Acceptance (4marks)

ii) Legality
(3marks)

iii) Capacity (3marks)