



# MACHAKOS UNIVERSITY

University Examinations for 2020/2021 Academic Year

SCHOOL OF ENGINEERING AND TECHNOLOGY

DEPARTMENT OF ELECTRICAL AND ELECTRONICS ENGINEERING

SECOND YEAR SECOND TERM EXAMINATION FOR

CERTIFICATE IN ELECTRICAL AND ELECTRONICS ENGINEERING

1601/202/WOM: WORKSHOP ORGANIZATION & MANAGEMENT II

DATE: 9/6/2021

TIME: 8.30-11.30 AM

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## INSTRUCTIONS

Attempt any five of the following eight questions

1. a) Define the following terms
  - i. Limited Partnership
  - ii. Statutory Company (4 marks)
- b) Explain any three methods of sales promotion of a company's product. (6 marks)
- c) State the following
  - i. Any three types of specific torts.
  - ii. Any three elements of negligence as a tort. (6 marks)
- d) Define the following terms
  - i. Brand name
  - ii. Trade mark. (4 marks)
2. a) Define the following terms
  - i. Sales promotion
  - ii. Advertising (4 marks)
- b) State the following
  - i. Any three essential needs for market Assessment by a production firm.
  - ii. Any three ways in which a partnership can be dissolved (6 marks)

- c) Define the following terms ;
- i. A Contract
  - ii. A Tort as defined by F. Pollock. (4 marks)
- d) Explain any three essential elements of a valid contract. (6 marks)
- 3.**
- a) i Differentiate between Market segmentation and Product segmentation (4 marks)
  - ii State any three clauses to include in a partnership deed necessary for the formation of partnership. (3 marks)
  - b) Explain the following ways in which a contract may be discharged;
    - i. Discharge by frustration.
    - ii. Discharge by operation of law . (4 marks)
  - c) Define the following documents as used in Marketing
    - i. Patents
    - ii. Copyrights (4 marks)
  - d) i Explain the meaning of the terms “ breach of contract ”.
  - ii State any three ways in which a person is said to breach a contract . (5 marks)
- 4.**
- a) i Define the term “an offer”
  - ii Outline any three events involved in the termination of an offer . (5 marks)
  - b) i Outline any three particulars to be submitted for the registration of the firm name of a partnership. (3 marks)
  - ii Highlight three disadvantages of a partnership . (3 marks)
  - c) Explain each of the following stages in the Product Planning for new Products
    - i. Exploration
    - ii. Screening (5 marks)
  - d) Define the following terms with regard to marketing ;
    - i. Standardisation
    - ii. Grading. (4 marks)
- 5.**
- a) Outline four advantages of a limited company . (4 marks)
  - b) Describe the following types of shares
    - i. Ordinary Shares.
    - ii. Deferred Shares (4 marks)
  - c) Explain any three functions of the law of torts. (6 marks)
  - d) i State any four elements of a Defamation (4 marks)

- ii Define the term “Marketing Mix”. (2 marks)
6. a) Explain the following terms with regard to tort;
- i. Malice.
- ii. Trespass to land.
- iii. Assault. (6 marks)
- b) Explain any two defences available to a defendant sued for defamation . (4 marks)
- c) i Explain the meaning of the term “ Marketing ” .
- ii State any three functions of Branding (5 marks)
- d) Explain with the aid of a labeled graph the stages in a product life cycle(5 marks)
7. a) Define the following terms with regard to tort ;
- i. Defamation
- ii. Public nuisance
- iii. Negligence . (6 marks)
- b) i Explain any three benefits of market segmentation.
- ii State any three distinctions between Marketing and Selling. (6 marks)
- c) Explain the following terms with regard to contract :
- i. Misrepresentation
- ii. Duress
- iii. Undue Influence . (6 marks)
8. a). Define the following terms
- i. Slander
- ii. Libel (4 marks)
- b) Explain the following general defences available to a defendant in every action for tort ;
- i. Act of God.
- ii. Necessity.
- iii. self defense . (6 marks)
- c) State the following
- i. Any three Importance of Marketing
- ii. Any three steps involved in the process for determining a Market Mix. (6 marks)
- d) Explain the following remedies entitled to a party in a breach of contract ;
- i. Damages
- ii. Injunction . (4 marks)