



MACHAKOS UNIVERSITY

University Examination 2018/2019

SCHOOL OF ENGINEERING AND TECHNOLOGY

DEPARTMENT OF ELECTRICAL AND ELECTRONICS ENGINEERING

SECOND YEAR SECOND SEMESTER EXAMINATION FOR

CERTIFICATE IN ELECTRICAL AND ELECTRONIC ENGINEERING

EPC 212: WORKSHOP ORGANIZATION & MANAGEMENT II

DATE: 10/5/2019

TIME: 8.30-10.30 AM

INSTRUCTIONS

Answer Question One and Any Other Two Questions

SECTION A – COMPULSORY QUESTION

QUESTION ONE (30 MARKS)

- 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 functions of a purchasing department.
 - (ii) Any three specific objectives of a purchasing department. (6 marks)
- d) Describe the following documents as used during a purchase procedure ;
 - i. Purchase Requisition.
 - ii. Tenders
 - iii. Purchase order. (6 marks)
- e) Explain with the aid of a labeled graph the stages in a product life cycle. (4 marks)
- f) Define the following terms

- i. Brand name
- ii. Trade mark. (4 marks)

SECTION B -ATTEMPT ANY TWO QUESTIONS

QUESTION TWO (20 MARKS)

- 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) Describe the following terms with regard to purchasing
 - i. Procurement costs
 - ii. Carrying costs (4 marks)
- d)
 - i Explain any three benefits of market segmentation. .
 - ii State any three distinctions between Marketing and Selling . (6 marks)

QUESTION THREE (20 MARKS)

- 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 types of Tenders;
 - i. Limited tender.
 - ii. Open tender. (4 marks)
- c) Define the following documents as used in Marketing
 - i. Patents
 - ii. Copyrights (4 marks)
- d) State the following with regard to purchasing
 - i. Any three aims of Standardization
 - ii. Any two advantages of Standardization. (5 marks)

QUESTION FOUR (20 MARKS)

- a)
 - i Explain the meaning of the term “ Marketing ” .
 - ii State any three functions of Branding (5 marks)
- b)
 - i Outline the 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 (4 marks)
- d) State the following
 - i. Any three Importance of Marketing
 - ii. Any two steps involved in the process for determining a Market Mix. (5 marks)

QUESTION FIVE (20 MARKS)

- 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 the procedure of making a purchase for an organization. (6 marks)
- d)
 - i State any Four documents supplied by a supplier in determining the Right Price of an item . (4 marks)
 - (i) Define the term “Marketing Mix”. (2 marks)