MACHAKOS UNIVERSITY

University Examinations for 2019/2020 Academic Year

SCHOOL OF ENGINEERING AND TECHNOLOGY

DEPARTMENT OF ELECTRICAL AND ELECTRONICS ENGINEERING

SECOND YEAR SECOND SEMESTER EXAMINATION FOR

CERTIFICATE IN ELECTRICAL ENGINEERING

EPC 212: WORKSHOP ORGANIZATION & MANAGEMENT II

DATE: 23/10/2020 **TIME: 8.30-10.30 AM**

INSTRUCTIONS

Answer Question One and any Other Two Questions

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)

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 Standardisation

  ii. Any two advantages of Standardisation . (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)