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- (a) Highlight the **four** elements of the marketing mix. *price,*
 - (b) Outline **three** advantages of distributing goods directly to customers. *Just appeal of Help build relationship - more sales (4 marks)*
 - (c) Highlight **five** factors that may make a customer to buy from one supermarket instead of another. *personal references marketing campaigns - group influence economic conditions purchasing power (5 marks)*
 - (d) (i) Outline **five** duties of a sales manager. *implementing strategic sales plan - meeting sales target of organization - sets targets of sales - ensure targets are realistic & achievable (3 marks)*
 - (ii) With examples, describe the meaning of the term "after-sale services" with respect to a motor vehicle spare parts shop. *reach your target market*
- (8 marks)

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- (a) Three graduates of a Technical Training Institute intend to start a partnership business. Enlighten them on the following:
- (i) meaning of a 'partnership deed'; *article which discusses about agreement btm partners of a firm*
 - (ii) the importance of drawing up a partnership deed; *protect minority owners - to avoid states default rules*
 - (iii) **four** disadvantages of a partnership business. *Have control over who owns the job - agree on important issues in advance - protect business & partners investment*
if the partners leave or join you have to value all partnership assets and its costly.
- (b) Identify **five** types of illegal contracts. *The liability of partners is limited. - each partner is liable for partnership debts (5 marks)*
- (i) Explain the meaning of a 'negotiable instrument' of exchange; *Risk of disagreement & friction among partners & management*
 - (ii) Give **two** examples of negotiable instruments. *from say notes - Bill of exchange - Delivery orders - Custom receipts - Government promissory notes (5 marks)*

- 8.
- (a) Explain the following general defences to a tort:
- (i) act of God;
 - (ii) inevitable accident. *www.londonbulletin.com*
- (b) Explain **four** ways of improving industrial relations in an organisation. (8 marks)
- (c) (i) State the meaning of 'joint consultation' as used in industrial relations.
- (ii) Highlight **four** essential factors which should be considered by the parties to achieve successful joint consultation. (8 marks)

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1501/202 1508/202

1503/202

**WORKSHOP ORGANIZATION AND
MANAGEMENT**

June/July 2018

Time: 3 hours



THE KENYA NATIONAL EXAMINATIONS COUNCIL

**CRAFT CERTIFICATE IN MECHANICAL ENGINEERING
(PRODUCTION OPTION)
CRAFT CERTIFICATE IN AUTOMOTIVE ENGINEERING
CRAFT CERTIFICATE IN WELDING AND FABRICATION**

MODULE II

WORKSHOP ORGANIZATION AND MANAGEMENT

3 hours

INSTRUCTIONS TO CANDIDATES

*You should have an answer booklet for this examination.
Answer **FIVE** of the following **EIGHT** questions.
All questions carry equal marks.
Maximum marks for each part of a question are as shown.
Candidates should answer the questions in English.*

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This paper consists of 4 printed pages.

**Candidates should check the question paper to ascertain that
all the pages are printed as indicated and that no questions are missing.**

1. (a) Outline the steps involved in planning as a function of management. (6 marks)
- (ii) List **four** recording techniques used in work study. *Method study, Work measurement, Time study* (10 marks)
- (b) Explain **three** operational outcomes of the scientific management theory by F. W. Taylor. (6 marks)
- (c) Highlight **four** benefits enjoyed by an industry that engages in activities which promote welfare of society. (4 marks)
2. (a) Explain the term 'machine loading'. (4 marks)
- (ii) Outline **four** ways a production manager may apply to compensate for shortfall in production due to poor machine loading. (6 marks)
- (b) Identify **four** methods that are used by industries to monitor work progress during production. (4 marks)
- (c) Most factories that engage in batch production are usually very concerned about the size of the batches. Highlight **four** factors that may affect the size of the batch. (4 marks)
- (d) ~~(i)~~ Explain the term 'productivity'. (6 marks)
- ~~(ii)~~ Outline **four** strategies a company may use to maximise productivity. (6 marks)
3. (a) ~~(i)~~ Outline **three** objectives of method study. *Improvement of process, production, Reduce, unnecessary, fatigue* (10 marks)
- ~~(ii)~~ Explain the procedure for method study. (4 marks)
- (b) (i) List **four** recording techniques used in work study. *Recording, Determining, Micromotion* (10 marks)
- ~~(ii)~~ Highlight **two** types of allowances in work study. *Relaxation - Project, - Contingency - Extra work, - Interference - Tool & machinery, - Allowance* (4 marks)
- (c) (i) With the aid of a diagram, describe the product layout of a production plant. (6 marks)
- (ii) State **three** advantages of the product layout. (6 marks)

4.

- (a) Explain the following principles of quality control:
 - (i) process approach;
 - (ii) systems approach.

(4 marks)
- (b) Outline **five** desirable characteristics of a quality control inspector. (5 marks)
- (c) Highlight **five** causes of faults in manufactured products which may make it necessary to carry out inspection. (5 marks)
- (d) Describe the **three** stages of inspection during a production process. (6 marks)

5.

- (a) Distinguish between purchasing through 'Quotation' and purchasing through 'contract'. (4 marks)
- (b) Explain **three** function of a purchasing department. (6 marks)
- (c) A juice processing company incurred the following costs for the month of November 2015.

Cost	Value (Kshs)
Purchase of fruits	150,000
Electricity bill	20,000
Packaging materials	50,000
Plant operators' salaries	120,000
Jigs and templates	30,000
Administrative staff salaries	100,000
Quality control expenses	30,000
Selling and distribution	40,000

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quality management*

- (i) Identify:
 - (I) prime costs;
 - (II) production overheads.

(4 marks)
- (ii) Calculate:
 - (I) total prime costs;
 - (II) total production overheads;
 - (III) cost of production per unit if 10,000 units were produced.

(6 marks)

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6. Highlight the **four** elements of the marketing mix.

(b) Outline **three** advantages of distributing goods directly to customers. (3 marks)

(c) Highlight **five** factors that may make a customer to buy from one supermarket instead of another. (5 marks)

(d) Outline **five** duties of a sales manager. (8 marks)

(ii) With examples, describe the meaning of the term 'after-sale services' with respect to a motor vehicle spare parts shop. (8 marks)

7. Three graduates of a Technical Training Institute intend to start a partnership business. Enlighten them on the following:

(i) meaning of a 'partnership deed'; (4 marks)

(ii) the importance of drawing up a partnership deed; (4 marks)

(iii) four disadvantages of a partnership business. (4 marks)

Identify **five** types of illegal contracts. (5 marks)

(i) Explain the meaning of a 'negotiable instrument' of exchange; (5 marks)

(ii) Give **two** examples of negotiable instruments. (5 marks)

(a) Explain the following general defences to a tort: (4 marks)

(i) act of God; (4 marks)

(ii) inevitable accident. (8 marks)

(b) Explain **four** ways of improving industrial relations in an organisation. (8 marks)

(c) State the meaning of 'joint consultation' as used in industrial relations. (8 marks)

Highlight **four** essential factors which should be considered by the parties to achieve successful joint consultation. (8 marks)

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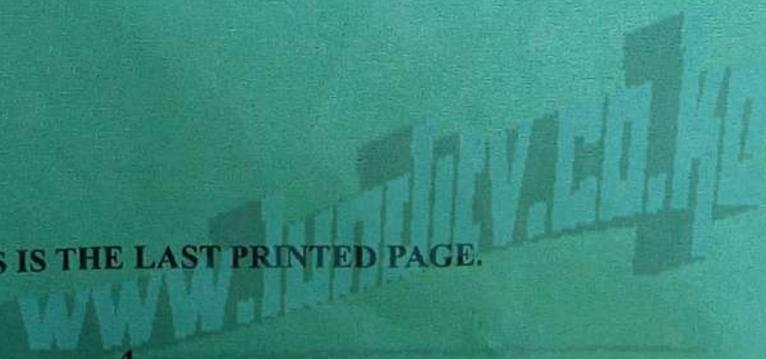
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