

Roll No.

2356

B. E. 6th Sem. (P.T.)

Examination – May, 2009

PRINTING MGT.

Paper : PT-302

Time : Three hours]

[Maximum Marks : 100

Before answering the question, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard, will be entertained after examination.

Note : Attempt any five questions.

1. Describe financial Management & its functions. 20
2. What is cost Accounting ? How the Cost is reduced & controlled ? 20
3. Explain the four 'P' of Marketing Mgt. Also discuss the Salesmanship & Advertising. 20
4. Write a detailed note on Total Quality Mgt. (TQM). 20
5. What is Maintenance Mgt. ? Also discuss quality Assurance & ISO : 9000, 14000. 20
6. Explain the Work flow & Organization Structure of a medium-sized Printing Press. 20
7. Define HRM. Also discuss the process of Recruitment, selection & training of employees. 20
8. Throw light on the concept of Depreciation. Also discuss the Impact of IT on Printing Industry. 20