

Roll No.

23214

**M. Tech. 1st Semester (Print & Graphic
Communication) Examination –
January, 2012**

ENTREPRENEURSHIP

Paper : PTL - 714

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 complain in this regard, will be entertained after examination.

*Note : All questions carry equal marks. Attempt any **five** questions by selecting at least **one** question from each Unit.*

UNIT – I

1. Outline various material management duties for any printing press; assume printing process of your choice.
2. Prepare an organisational structure for medium size Newspaper printing organisation and prepare an workflow arrangement for the same.

UNIT – II

3. Discuss in detail about scope and function of estimating for printing organisations.

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P. T. O.

4. Write Notes on any *two* :

- (a) Costing systems
- (b) Computer aided printing estimating and management.
- (c) Establishing Pro-rata costing

UNIT – III

5. Describe in detail about issues related to sourcing and finance management for establishing a sheet-fed printing press.
6. Management of resource is most important aspect in establishing and running a printing organisation. Justify ?

UNIT – IV

7. Describe in detail about various laws affecting publisher and authors in regard with printing business.
8. Write short note on :
- (a) Laws related with employment
 - (b) Laws related with taxes
 - (c) Export Zone