

Government Institute of Printing Technology, Mumbai.

Sample Paper

Course: Press Management
Duration: 03Hours

Code: M401
Marks: 80

Instructions to candidates:

1. Attempt all questions and illustrate your answers with neat sketches wherever necessary.
 2. Figures to the right indicate full marks.
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- Q1 Answer any five questions. 20**
- a. Define organisation & state its function.
 - b. Explain union & state names of any two national level unions.
 - c. Describe shop floor management.
 - d. State ISO standards used in printing industry. (any four)
 - e. Explain with example Quality assurance in quality management.
 - f. Mention objectives of inventory control.
 - g. List four attributes of color chart.
- Q2 Answer any two questions. 12**
- a. State two advantages & two disadvantages of Single ownership, joint stock & cooperative organisation.
 - b. Explain concept of quality & quality cost.
 - c. Explain two types of variations.
- Q3 Answer any three questions. 12**
- a. State objectives of management. (any four)
 - b. State functions of sales. (any four)
 - c. Explain law of demand & supply.
 - d. Define control chart & state its types.
 - e. Define management & explain any one function.
- Q4 Answer any three questions. 12**
- a. Describe partnership type of organisation.
 - b. Explain any one inventory system.
 - c. State four qualities of leadership.
 - d. How control charts are used for print application.
 - e. State any four features of Printers Act.
- Q5 Answer any two questions. 12**
- a. Write six characteristics of Factories Act.
 - b. Write six characteristics of six sigma.
 - c. Explain objectives of SPC.
- Q6 Answer any two questions. 12**
- a. Explain functions of management. (any six)
 - b. Explain Elasticity of demand with example.
 - c. Explain Kaizen concept of quality management.