



[3996] – 104

**P.G. Diploma in Print Administration Examination, 2011**  
**BUSINESS APPLICATIONS (New)**  
**(2008 Course)**

Time : 3 Hours

Max. Marks : 70

**Instructions :** 1) *Question no. 1 is compulsory.*  
2) *Answer **any five** questions from the **remaining**.*  
3) *Draw **neat** diagrams **wherever** necessary.*  
4) *Figures to the **right** indicate **full** marks.*

1. a) Explain in details the procedure of identifying the vendors for the outsourcing of the activities. **10**  
b) Write down the procedure of evaluation of vendor performance with examples. **10**
2. Explain in detail 'Time study' and 'Motion study' with reference to the printing business with appropriate examples. **10**
3. Explain the procedure of recruitment in steps. **10**
4. Explain the difference between P&L and Balance sheet and also draw the format of the same. **10**
5. Elaborate upon the nature, scope and functions of Human Resource Management with suitable examples. **10**
6. Prepare a quotation for printing of about 60 pages annual report for the company with four color cover and B&W inner pages with suitable printing process and quantity of 1000 copies. (Assume suitable data). **10**
7. Explain in detail **any two** of the following concepts : **10**
  - a) Basic pay and allowances
  - b) Income tax calculations applicable today
  - c) Provident fund and gratuity
  - d) Rules of incentives or increments.



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**Post Graduate Diploma in Print Administration Examination, 2011**  
**101 : PRINTING PROCESSES AND TECHNIQUES**  
**(2008 Pattern) (New)**

Time : 3 Hours

Max. Marks : 70

**Instructions :** 1) *All questions are compulsory.*  
2) *Figures to the right indicate full marks.*

1. List tools used for machine maintenance (any ten). **20**
  2. State construction working principle of single colour sheet fed offset machine.  
Explain all five units. **10**
  3. Describe additive and subtractive colour synthesis for graphic reproduction work. **10**
  4. Explain internal drum plate setter and external drum plate setter, its working principle and function. **10**
  5. State and explain the terms : **10**
    - 1) LPI
    - 2) DPI
    - 3) PPI
    - 4) SPI
  6. a) How inkjet technology works ? **10**  
b) What is the use of spectrophotometer ?
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B/I/11/125



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**Post Graduate Diploma in Print Administration Examination, 2011**  
**103 : PRODUCTION PLANNING AND CONTROL**  
**(2008 Pattern) (New)**

Time : 3 Hours

Total Marks : 70

**Instructions:** 1) *All questions are compulsory.*  
2) *Figures to the **right** indicate **full** marks.*

1. Explain all objectives regarding the site selection and plant location. How plant layout is designed in an organisation with respect to medium scale printing industry ? **20**
2. State role, function and objectives of production manager. **10**
3. a) Explain the functional and strategic decision. **10**  
b) State role of store-keeper.
4. Differentiate between - **10**
  - 1) Estimated cost
  - 2) Actual cost
  - 3) MRP.
5. Estimate the demy size paper in reams to print demy 1/8 leaflets of 4 pages each. The quantity is 30,000 with 1% wastage. **10**
6. Explain objective of Production Planning and Control and state planning, scheduling, routing and control activities in production planning and control. **10**



**P.G. Diploma in Print Administration Examination, 2011**  
**PRINCIPLES AND PRACTICES OF MANAGEMENT AND**  
**ORGANIZATIONAL BEHAVIOUR**  
**(2008 Pattern) (New)**

Time : 3 Hours

Max. Marks : 70

**Instructions :** 1) *Q. No. 1 is compulsory.*

2) *Solve **any two** questions from Q. 2 to Q. 4 and **any two** questions from Q. 5 to Q. 7.*

3) *Figures to the **right** indicate **full** marks.*

1. Explain contributions made by Henry Fayol to management thought. How will you relate it to present day printing organisation ? **10**
2. What is management ? How management is a process also as a discipline ? Explain. **15**
3. “Planning lays foundation for other management functions”. Explain. **15**
4. Write short notes on (**any two**) : **15**
  - a) Theory X and Theory Y
  - b) Formal and Informal organisation
  - c) Co-ordinating
5. “Man resist to change” comment on the statement with forces responsible for change. **15**
6. Explain the concept of conflict management with its process. **15**
7. Write short notes on (**any two**) : **15**
  - a) Job satisfaction
  - b) Organisational effectiveness
  - c) Organisation culture.



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**P.G. Diploma in Print Administration Examination, 2011**  
**PRINTING PROCESSES AND TECHNIQUES**  
**(Old) (2005 Pattern)**

Time : 3 Hours

Max. Marks : 80

*Note : 1) Answer **any five** questions.*  
*2) All questions carry **equal** marks.*

1. Explain the principles and techniques used for Graphic reproduction, including use of satellites.
2. Explain with sketches, the main parts (systems) and operational features of a sheet fed offset machine and advantages of 'offset' printing.
3. Explain the advantages of using photography and various types of cameras in Printing Industry.
4. Distinguish between offset litho printing and Rotogravure press - giving characteristics, advantages, limitations and quality of printing.
5. a) Explain the terminology related to colour e.g. Contrast, Harmony, Hue, Tint, Shade, Tone and Density.  
b) What precautions are to be taken in colour printing, sequencing of colours and why ?
6. Distinguish between the processes of 'scanning' xeroxing and contact (impression) printing.
7. Explain the latest innovations in printing technology using computers. Do these help in improving quality of print ?
8. Enlist all types of paper and inks used in printing and explain their quality standards or specifications and inspection methods.



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**P.G. Diploma in Printing Administration Examination, 2011**  
**PRODUCTION PLANNING AND CONTROL (Old)**  
**(2005 Pattern)**

Time : 3 Hours

Max. Marks : 80

*Instructions : 1) Attempt **any five** questions.*  
*2) **All** question carry **equal** marks.*

1. Describe inter-relationship of production control dept with mktg/ finance/ operation/ stores and purchase.
2. State and explain the functions of a store keeper in a printing industry. Draw a neat sketch of a store-receipt document. What precautions are to be taken in storing and handling various materials ?
3. What role does PPC play in ensuring optimum utilization of equipment and labour ?
4. Define quality. What are the different stages at which quality is “checked” and how ?
5. State and explain 6 function of costing. Calculate the quantity of sewing thread required for the binding of 5000 books in As size, assuming that each book contains 15 sections and the thread in each level is 500 meters.
6. What are the different processes used in printing industry ? Explain the method of calculating labour hours in each process.
7. List the various costs in printing industry. Classify then in fixed cost and variable cost.
8. Define and explain the terms cost, price and profit.



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**PG Diploma in Print Administration Examination, 2011  
(2005 Pattern)**

**ORGANIZATION AND MANAGEMENT OF PRINTING BUSINESS (Old)**

Time: 3 Hours

Max. Marks: 80

**Instructions :** 1) Answer **any five** questions.

2) Draw neat diagrams **wherever** necessary.

3) Assume suitable data **wherever** necessary

4) Figures to the **right** indicate **full** marks.

1. Discuss the various factors to be considered in while deciding the layout of the plant for the commercial printing press with appropriate examples. **16**
2. Explain in detail the detailed procedure of raw material purchasing with appropriate examples. **16**
3. Explain the concept marketing mix for manufacturing and service industry with suitable examples. **16**
4. Write a letter to the customer regarding the balance payment of the job. Assume suitable data for the same. **16**
5. Explain the difference between P&L account and Balance Sheet. Also draw the format of the same. **16**
6. Explain in detail **any two** of the following : **16**
  - a) Copy right Act
  - b) Shops and Establishment Act
  - c) Excise and Octrai
  - d) Sales Tax Act.



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**P.G. Diploma in Print Administration Examination, 2011**  
**Paper – V : PERSONNEL MANAGEMENT AND ORGANIZATION**  
**BEHAVIOUR (Old)**  
**(2005 Pattern)**

Time : 3 Hours

Max. Marks : 80

*N.B. : i) Solve **any four** questions.  
ii) Figures to the **right** indicate **full** marks.*

1. Explain in detail, why job analysis and job evaluation are essential ? Also, explain in brief various parameters for Job satisfaction. **20**
  2. What are the objectives and functions of Trade Union ? Explain essentials of successful Trade Union. **20**
  3. Define motivation. Compare and contrast Maslow's and Herzberg's theories of Motivation. **20**
  4. Define "Young person" according to Factories Act, 1948. Explain the various provisions for women and young persons according Factories Act, 1948. **20**
  5. What is "Illegal strike and Illegal Lockout" ? Explain the role of government in both the cases according to Industrial Disputes Act, 1947. **20**
  6. Define Leadership. Explain in brief various types of leadership. Explain which type of leadership is most suitable in conflict situation in manufacturing organisation. **20**
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