

**Department of Textile Technology**

**Management of Textile Production**

**Major Test TTL762  
B.Tech.**

May 3, 2008

**Time: 10:30-12:30 hrs (2 hrs)**

**Max Marks: 50**

1. Suggest the classification of Budgets from different viewpoints of a manufacturing unit.
2. Explain the difference between pricing based on marketing and cost considerations.
3. How you can apply marketing principles to market yourself and improve your chances of landing the job you want after graduation?
4. Describe the goals of the marketing system.
5. Explain the relationship between degree of technical excellence and value of utilities measured by price customers is willing to pay for a product.
6. For a particular technology, the fixed costs/unit mass and speed related cost/unit mass should exist in fixed proportion if the cost of the product is to be minimized.
7. Life cycle of machine and its performance decides the long term objective of the machine maintenance. Justify.
8. Explain the different factors need considering to purchase the materials.
9. Suggest the financial details of producing 1Kg of yarn and to sell at a price of Rs. 100 by using appropriate figures.
10. Explain the two major strength, weaknesses, opportunities and threat of Indian Textile Industry.