THE TEXTILE ASSOCIATION (INDIA)
GMTA (Revised) Examination – 2017
Section – A Paper – A.5
Professional Orientation

Date: 27 Dec 2017
Marks: 100
Time 10.00 am to 1.00 pm

Instructions:
1. Answer any six questions out of which Question No 1 is compulsory.
2. Answer each next main question on a new page.
3. Figure to the right indicate full marks.
4. Illustrate your answers with sketches and flow chart wherever necessary.
5. Use of non-programmable electronic pocket calculator permitted.
6. Mobile and any other communication devices are not allowed in examination hall.
7. Assume suitable data wherever necessary.

Q1  Write Short Notes on any five of the following
   a. Employment opportunities and using them to achieve personal goals.
   b. Organizational communication system.
   c. Negotiating for managing conflicts.
   d. Importance of organized writing.
   e. Log book and its importance.
   f. Skills needed to write reports and memos.
   g. Principles of business correspondence.

Q2  a. What is Business Ethics? What is expected from a marketing person?
    b. How the ups and downs in the industry affect business ethics?

Q3  a. How online marketing differs from traditional marketing.
    b. What precautions are to be taken while ordering materials on line?

Q4  a. Discuss the difference between technical write up and an essay.
    b. Compare data obtained from a technical research paper and the data provided by the men on spot in a mill.

Q5  a. What is the importance of language in report writing?
    b. Explain the methods followed in communicating organization’s policies, goals, targets and plans throughout the organization.

Q6  a. In a spinning mill one lady got injured while piecing. Write a report.
    b. How do you inform a misbehaviour to higher authorities?

Q7  a. What is difference between a log book and machine history book?
    b. Write an instruction in log book for making a change in product.

Q8  a. What is the role of MIS in providing information on day to day activities?
    b. What information is needed to management from production area?