



Name : .....

Roll No. : .....

Invigilator's Signature : .....

**CS/B.TECH (APM)/SEM-3/APM-301/2009-10  
2009**

**COSTUME & APPAREL INDUSTRY**

Time Allotted : 3 Hours

Full Marks : 70

*The figures in the margin indicate full marks.*

*Candidates are required to give their answers in their own words as far as practicable.*

**GROUP – A**

**( Multiple Choice Type Questions )**

1. Choose the correct alternatives for the following :

10 × 1 = 10

- i) India's major export destination is
  - a) UK
  - b) France
  - c) USA
  - d) Singapore
  - e) All of these.
- ii) Garment often carry a label in
  - a) only one position
  - b) only two position
  - c) more than one position
  - d) as extra attachment on pocket
  - e) none of these.



iii) Interlining used in garment parts like

- a) front
- b) back
- c) collar
- d) arm holes.

iv) Growth of Indian readymade garment export from 2005 to 2009 in knit apparel segment is approximately

- a) 10%
- b) 5.38%
- c) 20%
- d) 13.38%
- e) more than 30%.

v) Global rank of Indian retail market of garment is

- a) 2nd largest
- b) 3rd largest
- c) 4th largest
- d) 5th largest
- e) none of these.

vi) Which of the following is not used as a closure ?

- a) Button
- b) Lining
- c) Hook
- d) Zipper
- e) Tack-button.

vii) The costumes of West Bengal and Assam are

- a) same
- b) similar
- c) differ into some extent
- d) do not match at all
- e) match in colour combination.



viii) Costume of a local area depend upon

- a) culture
- b) religion
- c) area / demography
- d) Psychography of clients
- e) none of these.

ix) Which one among the following is not a tradition costumes of West Bengal ?

- a) Baluchari Saree
- b) Dhonekhali Saree
- c) IKKAT Saree
- d) Tengail Saree
- e) Kantha-stitch Saree.

x) Which one among the following is the correct export printing agency ?

- a) ATDC
- b) JMDC
- c) NCJD
- d) AEPC
- e) NHDC.



**GROUP – B**

**( Short Answer Type Questions )**

Answer any *three* from the following.  $3 \times 5 = 15$

2. Write a short note on lining or plackets.
3. Discuss the role of AEPC or Handloom Development Commissioner's Office for promotion of Textile and Garment export.
4. Write a note on ancient costumes of Rome or Greece.
5. What are the contents of O.C. Sheet or discuss the costume of any one state of India ?
6. Discuss different types of garment accessories and their importance for garment design.

**GROUP – C**

**( Long Answer Type Questions )**

Answer any *three* of the following.  $3 \times 15 = 45$

7. Discuss 'Egyptian costumes' for women and men with characteristic of the age.
8. What are the major markets for exporting apparel ? Explain in brief.
9. Who are the apparel producers ? Explain in brief, how they work ?
10. Explain the working flowchart of an Export house.
11. Discuss domestic market for retail.