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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:

 $10 \times 1 = 10$

- i) India's major export destination is
 - a) UK

b) France

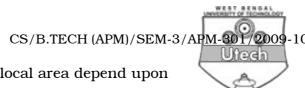
c) USA

- 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.

33114 [Turn over

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

D. IECII (AF WI)/ SEWI-3/ AF WI-301/ 2009-10					
iii)	Interlining used in garment parts like				
	a)	front	b)	back	
	c)	collar	d)	arm holes.	
iv)	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 extrent			
	d)	do not match at all			
	e) match in colour combination.			n.	
14		9			



- viii) Costume of a local area depend upon
 - a) culture
 - b) religion
 - area / demography c)
 - Psychography of clients d)
 - none of these. e)
- Which one among the following is not a tradition ix) costumes of West Bengal?
 - Baluchari Saree a)
 - Dhonekhali Saree b)
 - c) **IKKAT Saree**
 - Tengail Saree d)
 - Kantha-stitch Saree. e)
- Which one among the following is the correct export X) printing agency?
 - a) **ATDC**

b) **JMDC**

NCJD c)

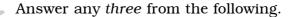
AEPC d)

e) NHDC.



(Short Answer Type Questions)

 $3 \times 5 = 15$



- 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.

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