Δ.	Utech
Name :	6
Roll No. :	An Annual (Y Example for Excelored

Invigilator's Signature :

CS/B.Tech(APM)/SEM-3/APM-301/2010-11 2010-11

COSTUMES & 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) According to scientists, people have been wearing clothes for nearly
 - a) 6,500 years b) 65,000 years
 - c) 6,50,000 years d) none of these.
 - ii) Paris was considered to be the centre of fashion throughout the world till
 - a) 1920 b) 1940
 - c) 1960 d) none of these.

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- x) The present share of apparel textiles in total global textile production is
 - a) 35.6% b) 43.5%
 - c) 45.6% d) none of these.

GROUP – B

(Short Answer Type Questions)

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

- 2. Why do we wear clothes ?
- 3. What makes women's clothing so important ?
- 4. Why is it important to wear protective clothing?
- 5. Soon after the First World War, a radical change came about in fashion in 1920. Discuss in brief.
- 6. Describe in brief about the potential of Indian textile and apparel industry in view of the global scenario.

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GROUP – C

(Long Answer Type Questions) Answer any *three* of the following. $3 \times 15 = 45$

- 7. Discuss elaborately about the fashion trends in 2010.
- 8. Discuss about Indian fashion garments including ancient fashion in India.
- 9. Give a critical review on the global textile and apparel industry and India's potential as compared to other countries.
- 10. Indian fashion design industry is expected to grow much faster than projected. Discuss.
- 11. Describe the present growth in Indian textile and apparel industry with reference to government initiative and other investments from different sectors.

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