



Name : .....

Roll No. : .....

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.







**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.