

Name :

Roll No. :

Invigilator's Signature :

CS/B.Tech(APM-Old)/SEM-3/APM-301/2011-12

2011

COSTUMES AND 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) The primary function of an apparel or clothing is

- a) to cover your body
- b) to protect from elements
- c) to provide hygienic barrier from germs
- d) none of these.

ii) 'Please yourself' was the catchword of the

- a) 1950s
- b) 1970s
- c) 1980s
- d) none of these.



iii) Mini-skirt emerged in

- | | |
|---------|-------------------|
| a) 1965 | b) 1975 |
| c) 1980 | d) none of these. |

iv) "Chorno & Kediyu" is the traditional costume of

- | | |
|------------|-------------------|
| a) Manipur | b) Gujarat |
| c) Orissa | d) None of these. |

v) Kashmiri dress for women is known as

- | | |
|-----------|-------------------|
| a) Kuntop | b) Goucha |
| c) Poots | d) None of these. |

vi) Cotton Mills were first opened in England in

- | | |
|---------|-------------------|
| a) 1733 | b) 1742 |
| c) 1770 | d) None of these. |

vii) The first commercially successful sewing machine was made by

- | | |
|-----------------------|------------------|
| a) Charles Weisenthal | b) Isaac Singer |
| c) John Knowles | d) None of them. |

viii) The first small-scale manufacture of ready-made clothing was started by

- | | |
|--------------------|------------------|
| a) John Adams Dogs | b) Walter Hunt |
| c) George Opdyke | d) None of them. |



ix) India's Textile & Apparel Industry to reach 1,032,000 crore by

- a) 2012
- b) 2015
- c) 2020
- d) None of these.

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.

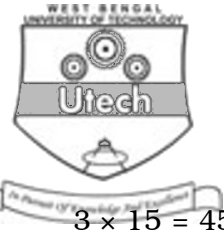
GROUP – B

(Short Answer Type Questions)

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

2. Why proper clothing is important ?
3. What clothing labels are important to clothing business ?
4. State the reasons which necessitate the use of protective clothing.
5. The Second World War created many radical changes in the fashion industry. Discuss.
6. Discuss in short about the socio-economic impact of the Apparel Industry in India.

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GROUP – C

(Long Answer Type Questions)

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

7. Discuss about the growth prospects of readymade garment industry in India.
8. Make a SWOT analysis of Textile & Apparel Industry in India.
9. Discuss about the costumes in the Eastern part of India.
10. Discuss about the initiative taken by Government of India to boost up Indian Textile & Apparel Industry.
11. Discuss about the Branded Apparel Industry in India.

