







**ENGINEERING & MANAGEMENT EXAMINATIONS, JUNE – 2009**  
**BASICS OF APPAREL PRODUCTION PROCESS**  
**SEMESTER - 4**



Time : 3 Hours ]

[ Full Marks : 70

**GROUP – A**

**( Multiple Choice Type Questions )**

1. Choose the correct alternatives for the following : 10 × 1 = 10
- i) Paul Smith is a fashion designer of
    - a) USA
    - b) UK
    - c) Japan
    - d) India.
  
  - ii) Tommy Hilfiger is the apparel brand for the country
    - a) USA
    - b) UK
    - c) Japan
    - d) India.
  
  - iii) Milan is the fashion capital of
    - a) America
    - b) UK
    - c) Japan
    - d) Italy.
  
  - iv) Drafting is the process to make
    - a) paper pattern
    - b) grading
    - c) size chart
    - d) none of these.
  
  - v) India's major export destination is
    - a) UK
    - b) France
    - c) USA
    - d) Singapore.
  
  - vi) Grading is done for garment in order to change
    - a) pattern
    - b) size
    - c) colour
    - d) design.



vii) The outline of the whole garment is termed as

- a) Line
- b) Silhouette
- c) Hue
- d) Value.



viii) Neutral colour is

- a) Purple
- b) Orange
- c) Sky Blue
- d) Brown.

ix) Global rank of Indian retail market is

- a) 2nd largest
- b) 3rd largest
- c) 4th largest
- d) 5th largest.

x) Which of the following is an example of franchise retailing ?

- a) Big Bazar
- b) Pantaloons
- c) Shoper's Stop
- d) Bata.

**GROUP – B**

**( Short Answer Type Questions )**

Answer any *three* from the following.

3 × 5 = 15

2. Write a short note on "Globalisation and its impact on fashion industry".
3. Write a short note on Letter of Credit or Supply chain management.
4. Write short note on Fashion Merchandising.
5. Write shrot note on World Fashion Centres.
6. Write short note on Fashion Cycle.
7. Write short note on Design studio or Fashion promotion.



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**GROUP – C**

**( Long Answer Type Questions )**

Answer any *three* questions.



3 × 15 = 45

8. What are the elements of design for developing a pleasing garment ? Explain these in brief with examples.
9. What are the principles of design to be considered to develop a garment ? Explain these principles in brief with examples.
- 10 Explain the factors for fashion trend forecasting. What are the prediction for men's wardrobe for 2009-2010 ?
11. How export houses get order from buyer ? Give the working flow chart of an Export house for manufacturing garment.  
( From sample preparation, getting order to despatch of goods for export ).
12. Explain different types of retailers. Discuss the major functions and working of different types of retailers.
13. Discuss different types and sizes of Garment industry and their special characteristics and growth potential in India.

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END