



Name : .....

Roll No. : .....

Invigilator's Signature : .....

**CS/B.Tech (APM)/SEM-4/APM-405/2010**

**2010**

**BASICS OF APPAREL PRODUCTION PROCESS**

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) What is the full form of EPZ ?
    - a) Elements of Processing Zone
    - b) Export Promotion Zone
    - c) Export Processing Zone
    - d) Effective Promotion Zone.
  - ii) What is the percentage of Apparel Export in India for the year 2008 ?
    - a) 50%
    - b) 35%
    - c) 10%
    - d) 25%.
  - iii) 'Trickle-down' theory is related to
    - a) Fashion adaptation
    - b) Apparel production
    - c) Technological upgradation
    - d) Export policy.



- iv) What is the example of internal parameter for fashion marketing atmosphere ?
- a) Supply chain                      b) Legal issues  
c) R and D                              d) Political scenario.
- v) What are the four P's of Marketing ?
- a) Product, policy, price, promotion  
b) Product, priority, publicity, place  
c) Place, process, product, price  
d) Product, price, place promotion.
- vi) Fashion Editing is related to
- a) Fashion Promotion              b) Fashion Forecasting  
c) Fashion Marketing              d) Fashion adaptation.
- vii) Fashion Boutique is an example of
- a) Retail chain                      b) Private level retail  
c) Discount store                    d) Departmental store.
- viii) What is product assortment ?
- a) Production planning  
b) Product launching  
c) Product evaluation  
d) Planning about product range.
- ix) 3D product visualisation is directly effective for
- a) Fashion Sampling              b) Apparel Marketing  
c) Production Planning            d) none of these.
- x) AIDA model is related to
- a) Fashion Show                    b) Trade Fair  
c) Fashion Advertising            d) Plant Lay-out.



**GROUP – B**

**( Short Answer Type Questions )**

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

2. Write a short note on any *one* of the following :
  - a) Growth potential of Apparel Industry in India.
  - b) Role of Apparel Export Promotion Council in India.
  - c) Factors for selection of a site for establishing a garment industry.
3. Explain 'Ashroff Matrix' in the context of Fashion Marketing.
4. Explain different stages of fashion life cycle and its importance in marketing of fashionable garments.
5. Explain briefly about the world fashion centres.
6. Discuss the "principle of design" and its utility in garment design.
7. Briefly describe the stages of design development or product development for exclusive garment design making.

**GROUP – C**

**( Long Answer Type Questions )**

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

8. What do you mean by 'Fashion Promotional Mix' ? Explain different elements of fashion promotion and fashion merchandising.
9. What do you mean by Supply-chain Management ? Explain about different types of retail distribution & outlets with suitable example for promotion of sales of apparels.
10. What do you mean by Fashion Forecasting ? What are the stages of Fashion Forecasting process ? What is the significance of Fashion Forecasting in the growth of Apparel Industry ?



11. Write short notes on any *three* of the following : 3 × 5

- i) Franchising
- ii) Fashion show
- iii) Fads
- iv) Fashion Marketing Atmosphere
- v) Elements of Fashion design
- vi) Role of Exhibition and Trade fair in promotion of Fashion
- vii) Fashion seasons
- viii) Fashion illustrations.

12. Explain different activities involved in retailing with a suitable block diagram.

13. Explain any *three* of the following : 3 × 5

- i) Knock-off & Niche Market for fashion garments.
  - ii) Fashion Marketing policy/strategy
  - iii) Functional Fashion designing for specific purposes
  - iv) Fashion sampling
  - v) Fashion adaptation
  - vi) Fashion editing
  - vii) Fashion *vs* style.
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