



Name : .....

Roll No. : .....

Invigilator's Signature : .....

**CS/B.Tech (APM)/SEM-4/APM-405/2011**

**2011**

**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**

**( Objective Type Questions )**

1. Answer the following questions : 10 × 1 = 10

A. Choose the correct alternatives for the following :

i) 'Trickle Down Theory' is associated with

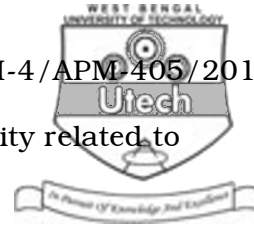
- a) Apparel production planning
- b) Pattern making
- c) Export management
- d) Fashion adaptation.

ii) 'Fashion Editing' is related to

- a) Fashion show
- b) Fashion promotion
- c) Fashion forecasting
- d) None of these.



- iii) AIDA model is related to
- Trunk show
  - Fashion advertising
  - Apparel production technology
  - Fashion photography.
- iv) Which of the following activities must be performed before starting apparel product development ?
- Trend analysis
  - Sampling
  - Fabric sourcing
  - Making Mood Board.
- v) In the context of Fashion marketing atmosphere, 'Sampling Department' is an example of
- External factor
  - Macro factor
  - Internal factor
  - Micro factor.
- vi) High end fashion boutique is an example of
- Market centred organization
  - Design centered organization
  - Staple product manufacturer
  - None of these.
- vii) 'Pull strategy' of marketing is generally adopted by
- non-branded company
  - branded company
  - retailers
  - all of these.



viii) Visual merchandising is an activity related to

- a) plant layout
- b) retail outsourcing
- c) store planning and window display
- d) marketing of apparel products.

B) Answer the following questions briefly :

- ix) Give 4 examples of World's Fashion centre.
- x) Write the full forms of APEC and TUF.

**GROUP – B**

**( Short Answer Type Questions )**

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

2. Write short notes on the following :
  - a) Recurring cycle in context of fashion life cycle.
  - b) Classic item *vs* Fad item.  $2\frac{1}{2} + 2\frac{1}{2}$
3. Explain in brief the different steps involved in Apparel product development with a suitable flow chart.
4. Briefly mention the role of AEPC in the growth of Indian apparel industry.
5. What do you mean by 'product assortment' and 'conceptualization' in the context of apparel product development ? Briefly mention about different elements of conceptualization process.  $2 + 3$
6. What are the basic differences regarding business strategy between 'Haute Couture' and 'Staple apparel manufactures' ? Explain with the help of a suitable matrix.
7. What to you mean by 'non-store retailing'. Give examples. Mention the basic characteristics of non-store retailing.  $2 + 3$



**GROUP – C**

**( Long Answer Type Questions )**

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

8. Make a SWOT Analysis of Indian Apparel Industry in the context of present scenario.
9. What do you mean by Fashion Promotional mix ? Explain the importance of different elements of Fashion Promotion at different stages of product life cycle.  $3 + 12$
10. a) Explain the role of fashion forecasting in apparel product development.
- b) Illustrate & explain in brief with suitable block diagram the different activities involved in retail management.  $5 + 10$
11. a) Draw a neat flow diagram to represent a typical supply chain in the context of apparel industry.
- b) Make a comparison between departmental stores and specialty stores.
- c) Draw a neat block diagram to illustrate different elements of fashion marketing atmosphere.  $5 + 5 + 5$
12. a) Explain different stages of apparel business through a suitable 'ASHTROFF matrix'.
- b) Write a note on different theories available for fashion adaptation.  $7 \frac{1}{2} + 7 \frac{1}{2}$