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**T 3279**

B.E./B.Tech. DEGREE EXAMINATION, APRIL/MAY 2008.

Sixth Semester

Textile Technology (Fashion Technology)

FT 1003 — MANAGEMENT OF APPAREL UNITS

(Regulation 2004)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Enlist the essential characteristics of a sports wear.
2. Differentiate outerwears from innerwears in terms of fabric specifications.
3. How the working capital requirement is projected in the preparation of the project report for an apparel unit?
4. Enlist the drawbacks of small-scale units.
5. What is the significance of producing eco friendly textiles? Which ISO norm governs the same?
6. Outline the changes made in the labour laws pertaining to women employees.
7. What are the factors to be analysed in selecting raw materials for a garment?
8. Enlist the various potential and prospective international markets for Indian garments.
9. How do trade fairs and fashion shows aid in export promotion?
10. Suggest a suitable promotion mix for marketing active wears in the overseas markets.

PART B — (5 × 16 = 80 marks)

11. (a) Explain the process of promoting an integrated knitwear unit producing export garments from yarn.

Or

- (b) Discuss the various aspects of entrepreneurship and highlight the different causes for the failure of entrepreneurs.

12. (a) Discuss the merits and demerits of small and large scale garment units.

Or

- (b) (i) Explain the significance of SA 8000 norms. (4)  
(ii) Explain the various types of financial assistance extended by banks to the export garment manufacturers. (12)

13. (a) Explain the provisions of Labour laws and Safety Act.

Or

- (b) (i) Explain the various provisions of Factories Act. (12)  
(ii) Stress the need for producing eco-friendly textiles. (4)

14. (a) Explain the process of fashion forecast.

Or

- (b) (i) Discuss the impact of dismantling quotas on Indian garment exporters. (6)  
(ii) Explain the influence of seasons on fashion trends. (10)

15. (a) Explain the role of AEPC in the growth of garment exports.

Or

- (b) State the objectives of export Policy and explain the general provisions regarding exports of garments.