

M.TECH DEGREE EXAMINATIONS: JUNE 2011

Second Semester

APPAREL TECHNOLOGY AND MANAGEMENT

FTY508: Apparel Product Development

Time: Three Hours

Maximum Marks: 100

Answer all Questions:-

PART A (10 x 2 = 20 Marks)

1. Define design logic in terms of designing apparel products.
2. Give a sample specification list for a T-shirt.
3. Differentiate between idea and concept.
4. What is business analysis?
5. Define line building.
6. Write down the profile of generation.
7. Differentiate between market demand and market potential.
8. Write a note on financial ratios.
9. What is business portfolio?
10. Differentiate between licensing and private label.

PART B (5 x 16 = 80 Marks)

11. a) Highlight the various comfort and aesthetics properties of textile products.

(OR)

- b) Explain the design logic behind designing apparel products.

12. a) (i) Explain the evolution of an idea into a concept for a new product development. (12)

- (ii) Write short notes on commercialization of new products (4)

(OR)

- b) Explain the steps involved in the Product development process.

13. a) Explain the concept of saving pennies in the course of planning to costing

(OR)

- b) What are the various methods of selling adhered in the garment industry?

14. a) Write a brief account on evaluation of portfolio of products and projects.

(OR)

b) Highlight the methods considered for estimating sales, costs and profits

15. a) Elucidate on the various careers in the fashion industry along with their responsibilities.

(OR)

b) (i) Discuss on the influence of various customer segments on the apparel industry. (8)

(ii) Discuss on the various segments of fashion business. (8)
