

**C 3237**

B.E./B.Tech. DEGREE EXAMINATION, MAY/JUNE 2007.

Sixth Semester

Textile Technology (Fashion Technology)

FT 1015 — APPAREL MERCHANDISING AND MARKETING

(Regulation 2004)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Distinguish between fashion and fad.
2. Brief on the role of a designer in fashion industry.
3. Differentiate between apparel (manufacture) merchandising and fashion merchandising.
4. Distinguish between buyer and consumer.
5. What is meant by fashion forecasting?
6. Enlist the various factors influencing change in product mix.
7. What is the significance of QR and JIT approach in garment export business?
8. What is the importance of supply chain management in garment manufacture?
9. Enlist the various applications of marketing research with reference to marketing apparel products.
10. Brief on the influence of fashion shows in promoting fashion products.

PART B — (5 × 16 = 80 marks)

11. (a) Explain the different stages of fashion cycle with an example.

Or

(b) Discuss the various principles of fashion with particular reference to ladies knit wears.

12. (a) Explain the various functions performed by a merchandiser in Tirupur knit wear industry.

Or

(b) Explain the various aspects of visual merchandising and discuss its impact on the consumers.

Time : T

13. (a) Explain the various stages of product development with examples.

Or

(b) Explain the different techniques of forecasting with particular reference to export garments.

1. Def

2. Wha

14. (a) Describe the process of sourcing for the following garments.

3. List

(i) Lacha and

4. Enli

(ii) Slub yarn jeans.

5. List

Or

(b) Define the principles of MRP and explain its process with reference to apparel industry.

6. Calc  
follo

15. (a) Explain the various methods of apparel sales promotion with examples.

Or

(b) Discuss the different marketing strategies being followed by garment manufacturers and marketers.

7. Wha

8. How

9. Wha

10. Enli

**C 3250**

B.E./B.Tech. DEGREE EXAMINATION, MAY/JUNE 2007.

Sixth Semester

Textile Technology (Fashion Technology)

FT 1351 – APPAREL PRODUCTION PLANNING AND CONTROL

(Regulation 2004)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Define Production Control.
2. What is meant by prototype model?
3. List out the special attachments used for manufacturing a denim trouser.
4. Enlighten the importance of formulating the production grid.
5. List out the details to be incorporated in a bundle ticket.
6. Calculate the minimum number of lays required to cut the fabric using the following data :

|   |   |                      |
|---|---|----------------------|
| Size Ratio  | = | X : M : L : XL       |
| Quantity  | = | 100 : 160 : 120 : 60 |
| Maximum lay height                                  | = | 60 plies             |
| Maximum no. of garments<br>marked in the lay length | = | 4 garments.          |
7. What is meant by Line Balancing technique?
8. How will you calculate the target production/day in an apparel industry?
9. What are the common problems that occur in pattern making?
10. Enlighten the importance of work study in apparel industry.

PART B — (5 × 16 = 80 marks)

11. (a) Explain the steps involved in the development of a garment.

Or

- (b) Describe the method of interpreting the data in the specification sheet with relevant illustrations.

12. (a) Formulate production grid for a men's cargo pant with illustrations.

Or

- (b) Develop a product flow chart for a ladies top and explain the operation sequences with specification.

13. (a) Explain the guidelines for designing in a bundle ticket and discuss the different types of bundle tickets used in the garment industry.

Or

- (b) Explain the different types of manufacturing systems adopted in woven and knitted garment industry.

14. (a) Explain the method of calculating the machineries and man power for a balanced production with an example.

Or

- (b) Discuss the various factors influencing the determination of machineries for a new factory.

15. (a) Explain the role of quality department of an apparel industry in delivering the products with expected quality standards.

Or

- (b) Discuss the different methods adopted to control the cost and time factor in the execution of an order.