

A 1248

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

Seventh Semester

Fashion Technology

FA 004 — MANAGEMENT OF APPAREL UNITS

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Classify garment units.
2. Differentiate between knitted and woven garments in terms of material and machinery requirements from fibre to finished garment.
3. What is International Marketing?
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. Enlist the different safety measures required to be taken in an integrated knitwear unit.
7. What is the potential and scope for compact yarns in knitwear manufacture?
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. What is the importance of buyer- seller meet?

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) Explain the various aspects of a project report on a garment unit to be prepared for obtaining financial assistance (capital and working capital).

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) Explain the provisions of Factory Act and suggest different Labour welfare measures required to be adopted in garment industry.

14. (a) Discuss the importance of US and EU markets for Indian garment exporters in terms of potential, demand and scope.

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) Discuss the various aspects of export policy in the context of apparel industry.