

Q 9378

B.Sc. DEGREE EXAMINATION, MAY/JUNE 2006.

Sixth Semester

Elective

Apparel and Fashion Technology

BFT 006 — MANAGEMENT OF APPAREL UNITS

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Outline the advantages of small scale garment industry.
2. Indicate the speciality of sports wear making garment units.
3. How do you assess market demand for apparel products?
4. List out different assistances offered by banks for setting up garment unit.
5. Outline the features of safety Act to be followed by garment industries.
6. Briefly determine the requirement of labour for a medium scale garment industry.
7. How does international marketing of apparels differ from that of domestic marketing?
8. How do you conduct market study for T - shirts?
9. Outline the present export policy of our country with reference to the size of the apparel units.
10. State the advantages of Buyer - Seller meet.

PART B — (5 × 16 = 80 marks)

11. (i) Give a detailed note on Labour Laws to be followed by apparel industry. (10)

(ii) Write about factory Act in detail. (6)

12. (a) Write about classification of garment units elaborately.

Or

(b) Critically analyse the functioning of small scale garment industry.

13. (a) How do you prepare project proposal for setting up a large scale garment industry? Explain.

Or

(b) Write about financial assistance offered for setting up garment industry.

14. (a) How do you conduct market study for apparel products? Explain.

Or

(b) Write about International marketing of apparels in detail.

15. (a) Explain about :

(i) Advertising of apparel products (8)

(ii) Trade fairs (8)

Or

(b) Give a detailed analysis of present Apparel export policy of our country.
