

J 1173

B.E/B.Tech DEGREE EXAMINATION, MAY/JUNE 2006

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. Differentiate between knits and wovens in terms of sourcing.
2. Differentiate outer wears from inner wears in terms of fabric specifications.
3. Enumerate the importance of SA — 8000 certification for garment units.
4. How the working capital requirement is projected in the preparation of the project report for an apparel unit?
5. Outline the changes made in the labour laws pertaining to women employees.
6. Enumerate the importance of producing eco-friendly textiles.
7. Identify the markets from where fabrics of traditional prints could be sourced for making churidars.
8. Identify the international markets for sarees, indicating size of markets.
9. Choose the right medium for advertising fancy wears and give reasons for your choice.
10. Suggest a suitable promotion mix for marketing active wears in the overseas markets.

PART B — (5 × 16 = 80 marks)

11. Discuss the merits and demerits of small and large scale garment units.
12. (a) Explain the various factors to be considered in the promotion of a knit wear unit.

Or

- (b) Explain the various schemes of financial assistance available for garment industry.

13. (a) Explain the various provisions of Factories Act and also explain the different measures to be taken for workers safety.

Or

- (b) Explain the various provisions of Labour law and discuss the different measures to be taken for labour welfare.

14. (a) Explain the quota policy for Indian garment export.

Or

- (b) Explain how the season affects the fashion trend and how the fashion trend is predicted for various seasons.

15. (a) Explain the various documents to be raised in the export of garments.

Or

- (b) Explain the role of AEPC in promoting garment export.