

A 519

B.E./B.Tech. DEGREE EXAMINATION, NOVEMBER/DECEMBER 2005.

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 the sportswears and suggest a suitable product mix for a sportswear manufacturer in India with reasons.
2. Differentiate knits from wovens in terms of merchandising.
3. Enlist the various elements of a project report.
4. Enlist the various desirable characteristics required to become a successful entrepreneur.
5. Name the country which insists on the import of eco-friendly textiles and state its import strictures pertaining to the above.
6. Enlist the various welfare measures to be considered in case of women workers.
7. Identify the elastomer being used for cuffs and collars in knitwears and enlist their sources.
8. How does the season influence fashion?
9. Enlist the points to be considered in choosing the advertising media.
10. Differentiate between trade fares and exhibitions.

PART B — (5 × 16 = 80 marks)

11. Discuss the influence of dismantling quotas for garment exports on Indian garment industry in the post WTO era.
12. (a) Discuss the pros and cons of small scale apparel units vis-a-vis large sized units.

Or

- (b) Discuss the various points to be considered in promoting a woven garment unit at Coimbatore.

13. (a) Explain the role of bankers in international marketing.

Or

(b) Explain the various norms of SA – 2001.

14. (a) Explain the various aspects of Factories Act and enlist the various points of safety act.

Or

(b) Explain the significance of labour laws and review the same in today's context.

15. (a) Explain the role of AEPC in Indian garment export.

Or

(b) Discuss the various aspects of current export policy of the country.
