

**E 325**

B.E./B.Tech. DEGREE EXAMINATION, NOVEMBER/DECEMBER 2003.

Third Semester

Apparel and Fashion Technology

GT 035 --- BASICS OF APPAREL PRODUCTION PROCESS

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A --- (10 × 2 = 20 marks)

1. List down the factors that led to the development of apparel industry in India.
2. Give the challenges faced by the Apparel Industry in India?
3. Define Fashion.
4. What is Classic and Fad?
5. Differentiate designer labels and brand.
6. How does a chain retailer function in marketing of apparels?
7. Give the qualities of a good design.
8. Give the functions of design studio.
9. What is the purpose of forecasting trends?
10. What are the objectives of fashion promotion?

PART B --- (5 × 16 = 80 marks)

11. Discuss the nature and size of export industry.
12. (a) Explain briefly the major fashion centers of the world?

Or

- (b) Explain fashion cycle and give the reasons for fashion changes.

13. (a) Discuss on types of retailing.

Or

(b) Write a note on licensing and franchising.

14. (a) Explain briefly "Elements of Design".

Or

(b) Describe the principles of design.

15. (a) Discuss briefly fashion information services.

Or

(b) Describe the methods of fashion promotion and its communications.

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