

M.TECH .DEGREE EXAMINATIONS: JUNE/ JULY 2013

Second Semester

APPAREL TECHNOLOGY AND MANAGEMENT

FTY508: Apparel Product Development

Time: Three Hours

Maximum Marks: 100

Answer all the Questions:-

PART A (10 x 2 = 20 Marks)

1. Define Apparel product engineering
2. Mention about the subjective perception of sensations.
3. Give a short notes on “Idea Screening “
4. Enlist the fundamentals of business analysis
5. What is line building? Give Example
6. Write a note on “Spec Sheet”. List the advantages.
7. Define Licensing
8. Discuss about Supply and Demand
9. What are the criteria to be considered for making portfolios?
10. How will you estimate the cost for garment?

PART B (5 x 16 = 80 Marks)

11. a) Explain briefly about the technological development and specifications for fabrics and apparels.

(OR)

- b) Describe briefly about the comfort of textile products

12. a) Discuss in detail about the product development process with suitable examples.

(OR)

- b) Enumerate about the role of concept testing in the new product development.

13. a) Describe in detail about the fashion triangle of balance in three seasons with suitable examples.

(OR)

b) Explain briefly about the different methods adopted for production selling and costing in garment industry.

14. a) Write briefly about the economic analysis adopted in garment industry with suitable examples.

(OR)

b) Highlight the market potential and methods of evaluating the portfolio of projects.

15. a) Elucidate about the changes in today's fashion industry and future of fashion industry.

(OR)

b) Explain briefly about the segments of the garment industry and fashion business.
