

**Roll No.**

**Total No. of Pages : 02**

**Total No. of Questions : 09**

**M.Sc. (Garment Manufacturing Technology) (Sem.-1)**

# APPAREL INDUSTRY - AN INTRODUCTION

**Subject Code : MSGMT-105-18**

**M.Code : 75300**

**Time : 3 Hrs.**

**Max. Marks : 70**

**INSTRUCTION TO CANDIDATES :**

1. Question No. 1 is Compulsory.
2. Attempt any ONE question from each unit and FIFTH question from any unit.

**1. Define the following :**

- Clothing of newly born
- Shopping malls
- Mail orders
- Fashion
- Social influence
- Fashion Media
- Haute couture
- High fashion
- Wardrobe planning
- Departmental stores

## UNIT-I

2. Explain the post war fashion development.
3. Elaborate on need of clothing communication.

## **UNIT-II**

4. Explain the social influence on fashion.
5. Explain the technological effects on fashion.

## **UNIT-III**

6. Explain any two major centres of the world.
7. Write a note on any two International designers.

## **UNIT-IV**

8. Explain Franchise retailing.
9. Explain difference types of retailers.

**NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.**