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**Total No. of Pages : 02**

**Total No. of Questions : 12**

**M.Sc.(Garment Manufacturing Technology) (2015 to 2017) (Sem.–1)**

**APPAREL INDUSTRY-AN INTRODUCTION**

**Subject Code : MSc.GMT-106**

**M.Code : 70848**

**Time : 3 Hrs.**

**Max. Marks : 60**

**INSTRUCTION TO CANDIDATES :**

- 1. A total of six questions have to be attempted in all.**
- 2. One question has to attempted from each unit.**
- 3. All questions carry equal marks.**

**UNIT-I**

1. What are the various components of Apparel Industry? Elaborate.
2. What is the need for clothing and apparel? Explain the different theories for origin of clothing.

**UNIT-II**

3. Discuss the development of the apparel industry starting from its origin till industrial revolution.
4. How the world wars affected the growth and development of apparel industry? Elaborate in light of pre and post wars period.

**UNIT-III**

5. What are the economic and technological factors that influence fashion and the apparel industry? Elaborate with reference to India.
6. What is consumer acceptance? Why it is important to achieve acceptance of a product by mass consumers and how it can be achieved? Discuss.

#### **UNIT-IV**

7. Discuss any two major fashion centers of the world in detail with special reference to their contribution and accomplishments.
8. What is sourcing? What are the factors kept in mind while sourcing raw material in an apparel industry?

#### **UNIT-V**

9. What is retailing? What do you know about major domestic and overseas retailers?
10. Discuss any five different methods of retail.

#### **UNIT-VI**

11. What are fashion auxiliary services? Discuss its categories.
12. Who are fashion agents? Discuss common fashion agencies with examples.

**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.**