

Name :

Roll No. :

Invigilator's Signature :

CS/B.Tech(APM-Old)/SEM-3/APM-301/2011-12

2011

COSTUMES AND APPAREL INDUSTRY

Time Allotted : 3 Hours

Full Marks : 70

The figures in the margin indicate full marks.

Candidates are required to give their answers in their own words as far as practicable.

GROUP – A

(Multiple Choice Type Questions)

1. Choose the correct alternatives for the following :

10 × 1 = 10

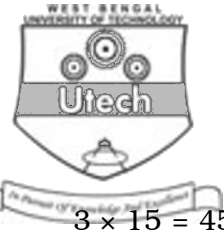
i) The primary function of an apparel or clothing is

- a) to cover your body
- b) to protect from elements
- c) to provide hygienic barrier from germs
- d) none of these.

ii) 'Please yourself' was the catchword of the

- a) 1950s
- b) 1970s
- c) 1980s
- d) none of these.

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GROUP – C

(Long Answer Type Questions)

Answer any *three* of the following.

3 × 15 = 45

7. Discuss about the growth prospects of readymade garment industry in India.
8. Make a SWOT analysis of Textile & Apparel Industry in India.
9. Discuss about the costumes in the Eastern part of India.
10. Discuss about the initiative taken by Government of India to boost up Indian Textile & Apparel Industry.
11. Discuss about the Branded Apparel Industry in India.

