

**MAY 2012**

**P/ID 77575/PMBA3**

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Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Describe the manufacturing structure of a clothing industry.
2. Explain the various Torro garments.
3. What are the causes for pattern defects?
4. State the standard body measurements for women in India.
5. What are the advantages of bundling?
6. Discuss different types of stitches.
7. Discuss the applications of sewing machine.
8. Discuss different types of lining materials.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Discuss various departments in Apparel industry and their roles.
10. Discuss different techniques of Fabric selection.

11. Discuss different types of commercial patterns.
12. Discuss various spreading methods.
13. Discuss different types of process sequence.
14. Explain various types of sewing machine and its applications.
15. Explain different methods of pressing and packing.
16. Discuss the role of Garment Accessories in Garment industry.

PART C — (1 × 20 = 20 marks)

(Compulsory)

17. Case study :

A company is planning to launch paper napkins by positioning its product as economical because its pack has more sheets at the same price and also the same quality level. Provide critical inputs for the development of a marketing strategy making a critical reference to the customer's level of involvement. Let us suppose the marketer has discovered a segment of customers who seem to be more serious about buying paper napkins. Under what circumstances do you think that the paper

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napkins may become more involving for the customers? Imagine the marketer has developed heavier weight, superior quality towels for this segment. Explain how the marketing strategy would differ in this case from the previous one and what would be critical elements of this strategy?

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