

MAY 2013

P/ID 77575/PMBA3

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. What are the factors determining the size of the Apparel Industry?
2. Discuss different types of bifurcated garments.
3. State the limitations of pattern materials.
4. Explain grading in detail.
5. Describe process sequence.
6. Explain the mechanism of stitch.
7. Discuss different types of work aids in sewing.
8. Discuss different types of buttons.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Discuss different types of sectors in Apparel Industry.
10. Explain the structure of clothing industry.
11. Discuss different tools of pattern making.

12. Discuss the advantages of computer aided grading.
13. Describe the procedure for drawing and reproduction.
14. Describe the broad classification of stitches.
15. Discuss the causes and remedies for needle and thread problems.
16. Discuss different types of hook and loop fasteners.

PART C — (1 × 20 = 20 marks)

(Compulsory)

17. Case Study :

In a fiercely competitive industry like Garments, the ultimate variable in gaining competitive advantage invariably becomes price and more often than not resulting in a price war. How can a firm keep out of this tailspin and yet be able to command a distinctive position in the market place. Elaborate a set of recommendations to guide a new entrant.
