

Printed Pages : 2



BFAD601

(Following Paper ID and Roll No. to be filled in your Answer Book)

PAPER ID : 165601

Roll No.

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BFAD

(SEM. VI) THEORY EXAMINATION, 2014-15
PRODUCTION PROCESS

Time : 3 Hours]

[Total Marks : 100

- 1 Attempt any two :
- (A) Briefly discuss about following terms or concepts: 10
 (i) Advertisement and Publicity
 (ii) WTO
- (B) List some manmade and natural fibers and 10
 mention their leading producers.
- (C) How does modern marketing differ from textile 10
 marketing in the past, when only Natural fibers
 were available?
- 2 Attempt any two :
- (A) How are styling and color direction influenced 10
 by fiber producers?
- (B) What do you understand by Generic name and 10
 Brand Identification?
- (C) What is difference between textile mill and 10
 converter? Give example of both.

- 3** Attempt any two :
- (A) Write the name and characteristics of different raw material used in fashion industry. **10**
 - (B) What do you understand by sale promotion? Explain the sales promotion techniques adopted in garment industry. **10**
 - (C) Explain the different costing function to calculate the production cost of a garment. **10**
- 4** Attempt any two :
- (A) Brief following : **10**
 - (i) Issue plan
 - (ii) Inventory control
 - (B) Write about the procedural steps of Pattern making in garment industry. **10**
 - (C) Explain Garment assembly operation. **10**
- 5** Attempt any two :
- (A) Write about the steps and preparation done during the shipping of the garments. **10**
 - (B) Explain the spreading and cutting procedure of garment industry. **10**
 - (C) Write the use and importance of computer technology in garment industry. **10**
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