

**Roll No.**

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**Total No. of Questions : 08**

**M.Sc. (Garment Manufacturing Technology) (Sem.-1)**

# APPAREL INDUSTRY - AN INTRODUCTION

**Subject Code : MSGMT-105-18**

**M.Code : 75300**

**Date of Examination : 18-01-2023**

**Time : 3 Hrs.**

**Max. Marks : 30**

### INSTRUCTIONS TO CANDIDATES :

1. A total of FIVE questions have to be attempt in all. Each question carries 6 marks.
2. It is compulsory to attempt any ONE question from each unit.
3. FIFTH question can be attempted from any unit

## UNIT-I

1. What was the effect of World War -I on Apparel Industry?
2. Write a note on growth of industry over the years, starting from Industrial revolution.

## UNIT-II

3. How has economy and technology effected consumer demand?
4. How has social influence affected fashion?

## UNIT-III

5. Elaborate on two major fashion centre of the world.
6. Give brief description of two Indian designers.

## UNIT-IV

7. What is the importance of Advertisement and Publicity agencies in Fashion Industry?
8. Write a note on domestic retailers and overseas retailers.

**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.**