Sub Code:RFD101

Paper Id: 165101 Roll No: | | | | | | | | | | | | | |

BFAD
(SEM-I) THEORY EXAMINATION 2019-20
INTRODUCTION TO TEXTILES AND APPAREL INDUSTRY

Time: 3 Hours *Total Marks: 70*

Note: 1. Attempt all Sections. If require any missing data; then choose suitably.

SECTION A

1. Attempt *all* questions in brief. 2 x 7 = 14

a.	List the challenges and opportunities faced by the Indian fashion Industry.
b.	Write short note on any 2 Indian retailers.
c.	DEFINE: Fashion Leaders
d.	List the major Textile Sectors in India
e.	Write the Full forms of: AEPC and CMAI
f.	Discuss E-Retailing with a suitable example.
g.	List the export promotion councils of India.

SECTION B

2. Attempt any *three* of the following: 7 x 3 = 21

a.	Discuss any 3 textile research associations
b.	Explain the development of the fashion and apparel industry in recent years in India.
c.	Discuss the nature, size and structure of the Indian Apparel Industry
d.	Discuss the SWOT analysis of the Indian apparel industry?
e.	Discuss the role of educational institutes like, NID, NIFT, IIT, etc in the fashion industry.

SECTION C

3. Attempt any *one* part of the following: 7 x 1 = 7

(a)	Discuss the regional features and structure of the fashion industry.
(b)	What are trade promotion services? Discuss any 2 in detail

4. Attempt any *one* part of the following: 7 x 1 = 7

(a)	Discuss fashion retailing and fashion merchandising in detail.
(b)	Discuss the various sectors in the fashion industry.

5. Attempt any *one* part of the following: 7 x 1 = 7

(a)	Discuss the various import and export categories
(b)	Explain the factors influencing the consumers buying behavior.

6. Attempt any *one* part of the following: 7 x 1 = 7

(a)	Discuss the major sectors of the textile industry.
(b)	Discuss the development of fashion in the Indian scenario?

7. Attempt any *one* part of the following: 7 x 1 = 7

(a)	Discuss the small and medium – scale enterprises in the organized sector.
(b)	Discuss the opportunities and challenges in the textile and apparel industry.

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