

2072

Advanced Diploma Course (Add-on)

Fashion Designing

Paper –B: Apparel Industry and Entrepreneurship Development

Time allowed: 3 Hours

Max. Marks: 50

NOTE: Attempt five questions in all, including Question No. IX (Unit-V) which is compulsory and selecting one question each from Unit I - IV.

x-x-x

UNIT - I

- I. What is Entrepreneurship Development? Discuss the steps of developing an enterprise. (10)
- II. Name some financial institutions and explain the purposes of these institutions. Mention some schemes offered by these institutions. (10)

UNIT - II

- III. What is the organisational structure of an apparel manufacturing company? (10)
- IV. Discuss the types, importance and benefits of quality control? (10)

UNIT - III

- V. What is Labelling and what are the objectives of labelling? (10)
- VI. What is packaging and discuss the types of packaging? (10)

UNIT - IV

- VII. Why are Mumbai and Chennai considered main centres of activity for apparel sector? Highlight the speciality of these towns in terms of fashion industry. (10)
- VIII. Discuss the current Indian Export and India's position in world Export market? (10)

UNIT - V

- IX. Fill In the blanks with suitable words :-
- a) Entrepreneurs are motivated by _____.
- b) Goods or services reach the market place through _____.
- c) _____ is a set of steps or guidelines designed to guarantee that a product or service meets certain performance standards
- d) _____ and _____ are responsible for complying with the labelling requirements.
- e) _____ is a part of finishing section of the readymade apparel industry. (5x2)

x-x-x