

# **GARMENT PRODUCTION AND EXPORT MANAGEMENT**

## **MARKING SCHEME**

**BA PT I, BA PTII, BA PT III**

### **THEORY PAPER I**

**The Question Paper consists of Two parts:**

**Part I-**

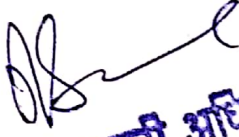
**20 marks**

**Consists of six questions out of which a candidate has to do five questions of max60 word limit and each question carry 4 marks.**

**Part II-**

**30 marks**

**Consists of Three Questions with internal choice. The candidate has to do all three questions each from one section of syllabus. All Three questions carry equal marks .**

  
**प्रमारी अधिकारी**  
**अकादमिक-प्रथम**

## GARMENT PRODUCTION AND EXPORT MANAGEMENT

(G.P.E.M.)

### B.A.PART –I

PAPER	NAME	DURATION	MAX.M/MIN.M	PERIODS
TH-I	Understanding Textiles	3 hrs.	50/18	3pd/wk
TH-II	Business and Garment Industries	3 hrs.	50/18	3pd/wk
PRACTICAL	Basic of Seams and Embroideries	4 hrs.	100/36	4pd/wk

### B.A.PART –II

PAPER	NAME	DURATION	MAX.M/MIN.M	PERIODS
TH-I	Fashion and Apparel Design	3 hrs.	50/18	3pd/wk
TH-II	Elements of Marketing and Entrepreneurship	3 hrs.	50/18	3pd/wk
PRACT-1	Apparel Designing	4 hrs.	50/18	4pd/wk
PRACT-2	Clothing Construction	4 hrs.	50/18	4pd/wk

### B.A.PART –III

PAPER	NAME	DURATION	MAX.M/MIN.M	PERIODS
TH-I	Apparel Production	3 hrs.	50/18	3pd/wk
TH-II	International Marketing	3 hrs.	50/18	3pd/wk
PRACT-1	Fashion Illustration	4 hrs.	50/18	4pd/wk
PRACT-2	Dyeing and Printing	4 hrs.	50/18	4pd/wk

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**B.SC./B.A./B.COM. PART -III**

**PAPER-I**

**APPAREL PRODUCTION**

B.A./B.COM. –M.M 50

HRS.-3

B.SC.-M.M. 50

**SECTION -A INTRODUCTION TO FASHION**

1. Fashion terminology, sources of fashion, factors influencing fashion.
2. Fashion forecasting and fashion cycle.
- 3 .Indian and International fashion designers (five each).
4. Sociological and psychological significance of clothing.

**SECTION -B MANUFACTURING TECHNOLOGY**

5. Product development, design development, developing a sample garment.
6. Apparel production –
  - i.) Costing a garment
  - ii) Purchasing pattern making.
  - iii) Production scheduling.
  - iv) Spreading and cutting procedure.
  - v) Contracting.
  - vi) Garment assembly.
7. Introduction to industrial machine-
  - i) cutting: round, straight and band.
  - ii)fusing : collars, facing.
  - iii)sewing :chain stitch, lock stitch ,button hole, blind stitching
8. Use of components and trims-
  - i) Performance and properties of components and trims.

- ii) labels and motifs.
- iii) linings and interlinings
- iv) lace, braids ,elastics
- v) fasteners ,loops.
- vi) seam bindings and tapes
- vii) shoulder pads , eyelets

## **SECTION -C**

### **DYEING AND PRINTING**

#### **Application of Design:**

- 9. i. Printing methods-block, screen ,stencil ,roller.
  - ii. Styles of printing – direct, discharge and resist.
- 10. Dyeing –Introduction to natural and synthetic dyes  
(acid, basic, sulphur, vat, reactive and direct dyes )

#### **References :**

- 1.Rouse Elizabeth,1999, understanding fashion ,Blackwell science.
- 2.Carr Harold and john pomerory,1996. Fashion design and product development. Blackwell science.



**.B.SC./B.A./B.COM. PART –III**

**PAPER-II**

**INTERNATIONAL MARKETING**

B.A./B.COM. –M.M 50

HRS.-3

B.SC.-M.M. 60

**SECTION -A**

- 1.International marketing : nature and scope of international marketing.
- 2.International marketing vs domestic marketing.
- 3.Importance of international marketing.
- 4.Problems and challenges of international marketing.
- 5.Selection of agents.

**SECTION - B**

6. Identification of markets for Readymade garments.
7. Market entry conditions.
8. Channels of distribution.
9. Direct and Indirect export.
10. Trade fair and Exhibitions.

**SECTION - C**

- 11.Pricing, role of price and non price factors, factors influencing pricing, price quotation, information needed for export pricing.
- 12.Role of Trading and Export Houses.
13. Institutional segments and packaging for exports: packing material, boxing and pressing department ,machinery and equipments used in packing department.
14. Quality control.
- 15.Labeling and Consumer protection.

**B.SC./B.A./B.COM. PART -III**

**PRACTICAL-I**

**Fashion illustration**

B.A./B.COM. -M.M 50

HRS.-4

B.SC.-M.M. 25

1. Prepare an adult's bodice and sleeve block.
2. Sketching and designing of men /women garments (5 each)
- 3 To prepare with specific details of necklines on sari blouses.
4. To identify patterns and its application for women designer dress on fashion figures:

Types of patterns include –

- i) Structural
  - ii) Geometrical
  - iii) Stripes and plaids
  - iv) Floral
5. Design and Prepare an adult dress for fashion shows.

**B.SC./B.A./B.COM. PART -III**

**PRACTICAL-II**

**DYEING AND PRINTING**

B.A./B.COM. -M.M 50

HRS.-4

B.SC.-M.M. 25

1. Prepare an article of each:
  - i) Dyeing -tie and dye, batik
  - ii) Printing -Block, Screen, Stencil

2. Field trips to Export houses and mass production centers.
3. Exhibition.

**References:**

1. bhargav ritu, 2005, fashion illustration and rendering jain publications pvt. ltd  
New Delhi
2. Ireland, fashion designing drawing and presentation
3. prayag: technology of textile printing.
4. shenai: technology of dyeing.

**B.A PART -III**  
**PAPER-I**  
**APPAREL PRODUCTION**

B.A. -M.M 30

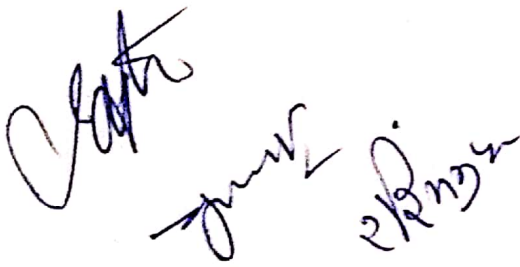
HRS.-3

**SECTION - A INTRODUCTION TO FASHION**

1. Fashion terminology, sources of fashion, factors influencing fashion.
2. Fashion forecasting and fashion cycle.
3. Indian and International fashion designers (five each).
4. Sociological and psychological significance of clothing.

**SECTION -B MANUFACTURING TECHNOLOGY**

5. Product development, design development, developing a sample garment.
6. Apparel production –
  - i.)Costing a garment
  - ii) Purchasing pattern making.
  - iii) Production scheduling.
  - iv)Spreading and cutting procedure.





- v). Garment assembly
  - vi). Contracting
7. Introduction to Industrial machine-
- i) cutting : round, straight and band.
  - ii)fusing : collars,facing.
  - iii)sewing :chain stitch, lock stitch ,button hole, blind stitching
8. Use of components and trims-
- i) Use and properties of components and trims.
  - ii) Labels and motifs.
  - iii) Linings and interlinings
  - iv) Lace, braids, elastics
  - v) fasteners ,loops.
  - vi) seam bindings and tapes
  - vii) Shoulder pads , eyelets

## SECTION -C

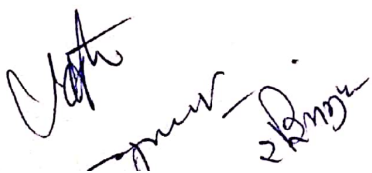
### DYEING AND PRINTING

Application of design :

- 9. i. Printing methods-block, screen, stencil, roller.
- ii. Styles of printing – direct, discharge and resist.
- 10. Dyeing –Introduction to natural and synthetic dyes  
(acid, basic, sulphur, vat, reactive, and direct dyes)

#### References :

- 1.Rouse Elizabeth,1999, understanding fashion ,Blackwell science.
- 2.Carr Harold and john pomerory,1996. Fashion design and product development.  
Blackwell science.



**. B.A. PART -III**

**PAPER-II**

**INTERNATIONAL MARKETING**

**B.A. -M.M 50**

**HRS.-3**

**SECTION -A**

1. International marketing : nature and scope of international marketing.
2. International marketing vs domestic marketing.
3. Importance of international marketing.
4. Problems and challenges of international marketing.
- 5.. Identification of markets

**SECTION - B**

6. Selection of agents
7. Market entry conditions.
8. Channels of distribution.
9. Direct and Indirect export. .Role of Trading and Export Houses.
10. Trade fair and Exhibitions.

**SECTION - C**

11. Pricing, role of price and non price factors, factors influencing pricing, price quotation, information needed for export pricing.
12. Product Planning and Development: Product Planning, Product line and Mix, Product lifecycle.
13. Institutional segments and packaging for exports: packing material, boxing and pressing department, machinery and equipments used in packing department.
14. Quality control.
15. Labeling and Consumer protection.

*Chaitan*  
*Sumit*  
*2/2/24*

**B.A PART -III**  
**PRACTICAL-I**  
**Fashion illustration**

B.A. -M.M 60

HRS.-4

1. Drafting and stitching of Kurta/churidaar/salwaar/pants
2. Sketching and designing of men /women garments (5 each)
- 3 To prepare with specific details of necklines on sari blouses.
4. To identify patterns and its application for women designer dress on fashion figures:

Types of patterns include –

- i) structural
- ii) geometrical
- iii) stripes and plaids
- iv) floral

**4. Redesigning of old garment using the idea such as:** to consider factors such as: money, creativity, individuality, skills, needs,

- i). piecing or patchwork
- ii). use of special fabric.
- iii) use of decorative embroideries
- iv) trims
- v) paints and dyes

5. Design and Prepare an adult dress for fashion shows.

*Usha*  
*2/2/24*

**B.A PART -III**  
**PRACTICAL-II**  
**DYEING AND PRINTING**

B.A. -M.M 60

1. Prepare an article of each:

HRS.-4

i) Dyeing -tie and dye, batik

ii) Printing -Block, Screen , Stensil

2. Field trips to Export houses and mass production centers.

3. Exhibition.

**References:**

1 .bhargav ritu, 2005, fashion illustration and rendering jain publications pvt. Ltd  
New Delhi

2. Ireland, fashion designing drawing and presentation

3. prayag:technology of textile printing.

4. shenai:technology of dyeing.

*1/1/20*

*2/2/20*