

# **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 do all three questions each from one section of syllabus. All Three questions carry equal marks .**



प्रमाणी अधिकारी  
शुकादामिक-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**

**HRS.-4**

**B.A./B.COM. –M.M 50**

**B.SC.-M.M. 25**

1. Prepare an article of each:

- 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.

**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.

*John  
2013*

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.

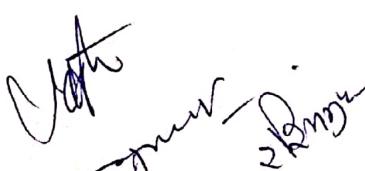
ii. Styles of printing – direct, discharge and resist.

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.-M.M 50

. B.A. PART -III  
PAPER-II  
INTERNATIONAL MARKETING

SECTION -A

HRS.-3

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.

*Yathin  
28/11/2022*

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.

*Vishal  
2023*

**B.APART-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.

*1/10th*  
*✓ ✓ ✓ ✓*