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No. of Printed Pages : 1

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SARDAR PATEL UNIVERSITY
Bachelor of Arts (Semester-1) Examination – 2023)
Subject : Apparel Manufacturing
Code : UA01EAFD22

Date : 24/02/2023

Total Marks : 70

Time : 11:00 to 2:00pm

Note : 1) Figure to the right indicate full marks of the questions.

Q-1 Discuss about the Organization Structure of export house and export procedures with diagram. (18)

OR

Q-1 Describe the importance of textile industry in Indian economy. (18)

Q-2 What is fashion merchandising ? Describe the component of costing and selling price. (17)

OR

Q-2 Discuss about the role of merchandiser and types of merchandising. (17)

Q-3 What do you mean by Sourcing ? Describe the factors affecting Sourcing of fabrics and quality (17)

OR

Q-3 Discuss the function of fashion merchandising and explain about Sourcing. (17)

Q-4 Short Note (attempt any 2) (18)

(1) Buying house merchandising.

(2) Retail merchandising.

(3) Fashion Marketing & joint venture.

(4) Importance of lead time and factory suitability.

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