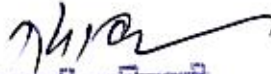


## GARMENT PRODUCTION AND EXPORT MANAGEMENT

(G.P.E.M.)

B.A. PART-II

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

  
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**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 .**

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

**THEORY PAPER-I**

**Fashion and Apparel Design**

**B.A./B.COM. MM- 50**

**HRS-3**

**B.SC. MM- 50**

**SECTION -A**

**TRADITIONAL COSTUMES**

1. Study of traditional costumes of various regions of india.
2. History of costumes of Indian civilization.
3. Brief knowledge of world costumes : French , german ,greek , European .

**SECTION -B**

**TECHNIQUES IN PATTERN MAKING**

4. Eight head theory- principles and advantages.
5. Pattern making techniques – drafting , draping , flat pattern .
6. Colour and colour schemes, psychological effects of colour on clothes.
7. Fitting – principles of fitting, factors to be considered while fitting, common fitting problems, remedying fitting defects of bodice, sleeves , and skirts.

**SECTION -C**

**DESIGN**

8. Classification of design – structural and decorative
9. Elements and principles of design .
10. layout of design of fabric in cutting- floral,checks,plaids,lines.

**References:**

1. Erwin,kinchen-clothing for moderns :macmillan publishing,new York.
2. Mathews mary –practical clothing construction I&II cosmic press,madras.
3. Doonga ji S.and deshpandey R. –basic process of clothing construction.

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

**PAPER-II**

**ELEMENTS OF MARKETING AND *Entrepreneurship***

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

HRS.-3

B.SC.-M.M. 50

**SECTION A**

1. Market structure –Types of market, market survey, elements of cost.
2. History of readymade garment industry. Problem and prospects in global market.
3. Branded vs nonbranded market.
4. Types of garments exported.

**SECTION B**

5. Elementary knowledge of working capital, factors affecting working capital, operating cycle.
6. Sources of finance.
7. Letter of credit
8. Methods of payment in foreign trade.
9. Various types of bills.
10. Insurance

**SECTION C**

**Brief study of:**

11. ECGC (export credit and guarantee corporation)
12. EIC (export inspection council)
13. IIP (Indian institute of packaging)
14. ICA (Indian council of arbitration)

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**Referances:**

- 1.srivastav and aggarwal:vipdan prabandh.
- 2.mamoria joshi:salesmanship&practice of marketing in india.
- 3.satya narayan:sales management.
- 4.daver,R.S.:salesmanship and publicity.

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

**PRACTICAL - I**

**APPAREL DESIGNING**

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

HRS.-4

B.SC.-M.M. 50

1. Colour wheel and colour scheme .
2. Introduction to eight head theory and stick figure 9.5",10.5".
3. Developing an adult croquis from block figure.
4. Draping of garments on croquis (at least 8 sheets) using different colors schemes and occasions.
5. Preparation of a portfolio.

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

**PRACTICAL - II**

**CLOTHING CONSTRUCTION**

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

HRS.-4

B.SC. -M.M. - 50

**1. Pattern making:**

- i)childs basic block and sleeve block.

  
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ii).sleeve variations: slash and spread method-puff ,bell,legomutton ,bishops sleeves.

iii). sleeve bodice combination:Magyar,raglan,dolman sleeves.

iv).different types of collars.

v.) different types of yokes.

2. Stitching of each sleeve ,collar, and yokes on bodice block.

3. Fashion designing ( 5 each) on sheet :baby frocks, a-line frocks, rompers, sunsuits, skirts and tops, bu-shirts with shorts.

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

ivTrims

v)Paints and dyes

5. Introduction of fashion designing in fashion shows.

#### **References:**

1. kallal mary jo,construction.

2. mitchell Beazley, the sewing book of a complete practical guide.

3.ireland fashion designing drawing and presentation.

4 renee weiss chase, CAD for fashion design.