Q.1] Attempt all

1. Types of Retail stores
2. Explain different types of labels
3. Define costing
4. Define Profit
5. Objectives of marketing
6. Full form of AATCC & ASTM
7. Explain the concept of apparel production line
8. Dimensions of product change
9. Use of Specification
10. Role of garment analysis

Q.2] Attempt ANY 5

A. i) Explain in detail Franchise in retailing
   ii) What are the different ways to analyze a label?
   iii) Methods of Costing
   iv) Product standards and specification

B. i) Explain any two types of retail store in detail
   ii) Marketing objectives of Retailers and wholesalers
   iii) Difference between Retailers and wholesalers
   iv) Explain the concept of apparel production line

C. i) Difference between designer label versus brand
   ii) Elements of Design
   iii) Responsibilities of merchandising with regards to time & nature
iv) What are Export and Import Policy?

D. i) Explain in detail Pricing Strategies 
ii) What are the Professional perspectives on garment analysis? 
iii) Write short note on marketing strategies 
iv) Write short note on Export marketing channels 

E. i) Explain the inspection of garment under AQL standards 4.0 
ii) Explain flow chart of design process in detail 

F. i) Explain metal detecting test under the standards of AATCC 
ii) Explain the concepts apparel line production 

G. i) What are the dimensions of product change 
ii) Explain tariff and non tariff barriers