

**Avinashilingam Institute for Home Science and Higher Education for Women,  
(Deemed to be University) Coimbatore -641 043**

**Master's Degree Examination - November 2018  
III Semester**

**CLASS: II PG  
Major: Textile and Fashion Apparel**

**Max. Marks: 60  
Time: 3 Hours**

**17MTFC13 – Textiles Economics and Marketing**

**Part – A**

**10 x ½ = 5**

**Choose the correct answer**

1. The main function of ITMF is
  - a) To create EXIM policy
  - b) To organize seminar
  - c) To discuss existing and new cotton testing methods
  - d) To provide certificate
2. Identify the component used for new product development
  - a) Brand image
  - b) Market share
  - c) Pricing
  - d) Prototype Development
3. Where the larger market is heterogeneous and can be broken down into smaller units that are similar in character is called as \_\_\_\_\_
  - a) Market positioning
  - b) Market Targeting
  - c) Aggressive marketing
  - d) Market segmentation
4. \_\_\_\_\_ fabric is called as 'Freedom fabric'.
  - a) Muslin
  - b) Khadi
  - c) Man-made
  - d) Silk
5. SIMA was established in the year \_\_\_\_\_.
  - a) 1927
  - b) 1933
  - c) 1947
  - d) 1963
6. The Indian Textile Industry contributes approximately \_\_\_\_\_ to India's Gross Domestic Product
  - a) 1%
  - b) 3%
  - c) 5%
  - d) 7%
7. NITRA is located in \_\_\_\_\_.
  - a) Coimbatore
  - b) New Delhi
  - c) Mumbai
  - d) Ghaziabad
8. Which of the following is one of the oldest export promotion council?
  - a) SRTEPC
  - b) AEPC
  - c) CTEPC
  - d) ISEPC
9. Which of the following is NOT a research institution?
  - a) SITRA
  - b) BTRA
  - c) SIMA
  - d) NITRA
10. SASMIRA deals with the
  - a) Synthetic & Art-silk
  - b) Cotton & Flax
  - c) Silk
  - d) Wool

**PART B**

**(5 X 4=20)**

**Answer ALL questions**

**Each answer should not exceed 200 words or one page**

11. a. Write short note on significance of textile industry on Indian economy.

**Or**

11. b. Elaborate any two Free Trade Agreement signed by India related to textile product.

12. a. Explain the present status of Khadi sector in India.

**Or**

12. b. Elaborate the impact of import and export of textiles in GDP of India.

13. a. Give a brief note on 'WTO'.

**Or**

13. b. State the functions of NITRA in India.

14. a. Outline the various functions of 'Marketing'.

**Or**

14. b. Write short notes on 'Retail Marketing'

15. a. List the objectives of market research. **Or**

15. b. Discuss about the various sources of data analysis for market research.

**PART C**

**(5 X 7=35)**

**Answer ALL questions**

**Each answer should not exceed 600 words or three pages**

16. a. Discuss the SWOT analysis of Indian Textile Industry after globalization.

**Or**

16. b. Discuss the various textile related policies implemented for growth of Indian Textile Industry.

17. a. Give a brief account on development and present status of ready-made garment industry in India. **Or**

17. b. Discuss the role of jute and coir industries in increasing Indian economy.

18. a. Discuss the various functions of GATT.

**Or**

18. b. Elaborate the role of various technical institutions and mill associations on development of Textile industry.

19. a. Explain the pros and cons of global market entry strategies: Licensing, Joint Venture and Equity stake **Or**

19. b. Discuss the pricing strategies and procedure applicable apparel pricing.

20. a. Explain the different methods of collection of data for research.

**Or**

20. b. Describe the various steps involved in performing 'Trend analysis for fashion'.