

**Syllabus and Course Scheme**

**Academic year 2024-25**



**B.A./B.Com./B.Sc.**

**G.P.E.M.**

**Exam.-2024**

**UNIVERSITY OF KOTA**

**MBS Marg, Swami Vivekanand Nagar,  
Kota - 324 005, Rajasthan, India**

**Website: [uok.ac.in](http://uok.ac.in)**

**B.A./B.SC./B.Com PART-III- 2024-25**  
**GARMENT PRODUCTION AND EXPORT MANAGEMENT**

**Scheme**

**Duration Max. Marks Min. Marks Total No.of Pd./Week**

Nomenclature Dur. Max./Min. Marks Max./Min. Marks No. of Periods

Paper-I Trad. Costu.& 3 hrs 75 27 60 22 3

Apparel Production

Paper-II International 3 hrs 75 27 60 22 3

Marketing

Practical 4 hrs 75 27 80 29 4/ Batch

**Paper - I – Traditional Costumes and Apparel Production**

Duration: 3 hrs Max. Marks: (Sc)-75/(Arts/Comm.)-60

**Note:** The question paper will contain three sections as under-

**Section-A:** one compulsory question with 10 parts, having 2 parts from each unit, short answer

in 20 words for each part. (10-(Sc.)/05 (Arts/Comm.))

**Section-B:** 10 questions, 2 questions from each unit, 5 questions to be attempted, taking one

from each unit, answer approximately in 250 words. (35-(Sc.)/30 (Arts/ Comm.))

**Section-C:** 04 questions (question may have sub division) covering all units but not more than

one question from each unit, descriptive type answer in about 500 words, 2 questions to be

attempted. (30-(Sc.)/25 (Arts/Comm.))

**Unit - I**

Traditional embroideries of India- Kashida of Kashmir, Kantha of Bengal, Kasuti of Karnatka, Embroidery of Kutch & Kathiawar, Manipuri, Phulkari of Punjab, Chamba Rupal, Chikankari of Lucknow

**Unit-II**

Study of traditional costumes of various regions of India.

Study of Indian civilization and brief knowledge of world costumes Greece, Rome and France

**Unit-III**

Commercial processes of apparel production

1. Product Development, Design Development, Developing a sample garment.

2. Apparel Production: Costing a garment, purchasing, pattern marking, production, Scheduling, spreading, cutting procedure. Contracting, garment assembly.

**Unit-IV**

Introduction to industrial machines: fabric laying, Cutting (Round, straight and bend knife), Fusing (Collars, facings), Sewing- single lock stitch, over lock, button hole, buttoning & double needle machine.

**Unit-V**

Finishing and pressing department - Machinery and equipments

Packing department- Packing material and boxing

Quality control department- definition of quality, importance of quality assurance, seven tools of quality

Labelling department – international care labelling system, eco label

### **SUGGESTED READINGS-**

1. Frings StephensGim, fashion : from concept to consumer, Prentice hall, inc
2. Dongerkery, Kamla S-The Romance of Indian Embroidery Thacker & Co. Mumbai.
3. Pandit, Savitri - Indian Embroidery
4. Veisinet, DD : Computer Aided Drafting and Design : concepts and Application
5. Renee Weiss Chase, CAD for Fashion Design
6. Mehta PC: Apparel Quality control
7. Harold Carr and Barbara Latham, The Technology of Clothing Manufacture, Blackwell Science Ltd, England
8. Gerry Cooklin, Introduction to Clothing Manufacture, Blackwell Science Ltd, England
9. Arora Vishu – Suvasas ; the Beautiful Costumes

### **Paper - II - International Marketing**

Duration: 3 hrs

Max. Marks: (Sc)-75/(Arts/Comm.)-60

**Note:** The question paper will contain three sections as under-

**Section-A:** one compulsory question with 10 parts, having 2 parts from each unit, short answer in 20 words for each part. (10-(Sc.)/05 (Arts/Comm.))

**Section-B:** 10 questions, 2 questions from each unit, 5 questions to be attempted, taking one from each unit, answer approximately in 250 words. (35-(Sc.)/30 (Arts/Comm.))

**Section-C:** 04 questions (question may have sub division) covering all units but not more than one question from each unit, descriptive type answer in about 500 words, 2 questions to be attempted. (30-(Sc.)/25 (Arts/Comm.))

#### **Unit - I**

International Marketing: Nature and Scope of International Marketing, International Marketing Vs Domestic Marketing, Importance of International Marketing, Problems and Challenges of International Marketing

#### **Unit-II**

Market Entry Strategies, Licensing, /franchising, Exporting, turnkey contracts, joint venture, Mergers and acquisition, Direct and Indirect exporting.

#### **Unit-III**

Product Planning and Development: Product Planning, Product line and mix, Product life cycle, product mix Decisions.

Promotion of products: Advertisement, personal selling, trade fairs & exhibitions

#### **Unit-IV**

International Pricing: Pricing Objectives, Factors Influencing Pricing, and Difference in pricing in Domestic and International Marketing, Price Determination, Price Quotation.

#### **Unit-V**

Physical Distribution: Meaning, Characteristics of channel of distribution, types of Export, channels of Distribution, Factors affecting logistics or physical Distribution. Tariff, Custom, Insurance.

### **SUGGESTED READINGS-**

1. Varshney Bhattacharya, International marketing management an Indian perspective.
2. M.J. Mathew, Management of marketing.
3. SureshC.J., International marketing
4. Rathod & Kothari :International marketing

### **GARMENT PRODUCTION AND EXPORT MANAGEMENT PRACTICAL**

Time: 4 hrs

Min Marks:(Sc.)-27 / (Arts/Comm.)-29 Max Marks:(Sc.)-75 / (Arts/Comm.)-80

No. of Periods: 4/batch

1. Make samples (any 5) of following traditional embroideries-Kashida, Kantha, Kasuti, Embroidery of Kutch & Kathiawar, Phulkari, Chamba Rumal and Chikankari  
Create pattern with application of any value addition technique construct home furnishing like cushion cover, bed spreads with pillow cover, table cover/ table runner, wall panel or accessories like bags, belts, yolk etc

2. Samples:

(a) Kurta Placket

(b) Pockets - Patch, Bound, Inseam, Kurta Pocket

(c) Machine buttonholes and Machine Embroidery

3. Design, draft and stitch following gent's garments: (any two)

(a) Bengali Kurta with Aligarhi Pajama

(b) Kalidar Kurta with Plain Pajama

(c) Night Suit

(d) Jackets

4. A. Fabric Testing - Fabric Tensile / tearing strength, Fabric Abrasion Resistance, Shrinkage Test, Crease Recovery, Dimensional Stability, Pilling Test

(g) Washing Standard Test

B. Garment Testing - Seam Strength, Seam Slippage

5. Prepare sketches on each of the following themes. specify sourcing, costing, swatches of embellishments and construction details

Casual wear, Formal, winter, Sports, Night, Party wear

6. Prepare scrapbook for the traditional textiles of various states of India:- woven, dyed, printed and embroidered

7. Computers aided Designing and manufacturing

8. Field trips to export houses and mass production centre

9. Market Survey and Project Report.