

# **Syllabus and Course Scheme**

**Academic year 2023-24**



**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**

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**B.A./B.Com./B.Sc.- PART-II- 2023-24**  
**GARMENT PRODUCTION AND EXPORT MANAGEMENT**

**Scheme**

**B.Sc.-Pt-II** Nomenclature Dur. Max./Min. Marks Max./Min. Marks No. of Periods

Paper- I Pattern Making and Dress Designing 3 hrs 75 27 60 22 3

Paper-II Export Policies and Documentation 3 hrs 75 27 60 22 3

Practical 4 hrs 75 27 80 29 4/Batch

**Paper - I - Pattern Making and Dress Designing**

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**

- (a) Fashion- definition, terminology, sources and factors influencing Fashion.
- (b) Fashion cycle and forecasting
- (c) fashion theory.
- (d) Readymade garments- Importance, scope and Quality problems in readymade garments

**Unit-II**

- (a) Principles and advantages of Eight Head Theory
- (b) Type of human figures /postures
- (c) Techniques in pattern making -(i) Drafting (ii) Draping (iii) Flat pattern.
- (d) Preparing fabric for cutting: pre shrinking, straightening, pinning, marking and cutting

**Unit-III**

Fitting – Definition, fitting room, Principles of fitting, factors to be considered while fitting, common fitting problems, remedying fittings defects of bodice, sleeve and skirt.

**Unit-IV**

- (a) Classification of Design
- (b) Elements and principles of design
- (c) Role of colour in designing- psychological effects of colour
- (d) Layout of Design on fabric- unidirectional prints, stripes, checks and bold prints

**Unit-V**

- (a) Sociological and psychological significance of clothing
- (b) Criteria for selecting clothes for different sex and age groups
- (c) (d) Costume Designing for different occasions including accessories

## **SUGGESTED READINGS -**

1. Erwin, Kinchen "Clothing for Moderns" - Macmillan Publishing, New York.
2. Latze, Alpha and Hostelten Helen "The wild world of clothing". The Ronald Press Com pany, New York.
3. Mathews Mary - Practical clothing construction I & II Cosmic Press, Madras.
4. Doongaji S. and Deshpande R. "Basic Process of Clothing Construction"
5. Neelam Pruthi and Saroj S. Jeet Singh : Drafting techniques for Garment construction.
6. Zarapkar, K.R. System of cutting, Navneet Publications Ltd., Mumbai

## **Paper - II – Export Policies and Documentation**

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**

Market structure – Types of market, market demand, demand forecasting: Market survey, Elements of costs. Marketing Plan

**Unit-II** Finance: Sources of Finance and working capital, factors affecting working capital, operating cycle, Financing Foreign trade, various types of bills, Bill discounting, Tariff, Customs, Insurance..

### **Unit-III**

Product- Planning and Development, concept of product, consumer and industrial products, product life cycle. formal wear vs casual wear

Channels of Distribution- Whole sellers, Retailers. Factors affecting choice of distribution channels

### **Unit-IV**

Brief study of : ECGC (Export Credit and Guarantee Corporation), IIP( Indian Institute of Packaging) EPB( Export Promotion Board), SEZ(Special Economic Zone), FEMA

### **Unit-V**

Procedure of Exports-import: export procedure, import procedure, Export - Import Policy of India, Export Licence, Export House. Export Promotion schemes and measures in India.

## **SUGGESTED READINGS -**

1. Srivastava and Agarwal : Vipdan Pradandh.
2. Mamoria, Joshi : Salesmanship & Practice of Marketing in India.
3. Davar, R.S. : Salesmanship & Publicity.
4. Satyanarayan : Sales Management.
5. Jain & Sharma : Vikraya Prashasan Avam Pradandh.
6. Agarawal & Kothari : Vipnan Prabandh
7. Kindley, Burger : International Economics.
8. K.K. Sharma, G.R.Basetia, Enterpreneurship and Small Business.
9. M.J.Mathew, Management of Marketing.

### **Practical - Pattern Making and Dress Designing**

Time: 4 hrs

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

No. of Periods: 4/batch

1. Introduction to Eight Head theory and developing croqui
2. Drawing different posses
3. Fashion details
4. Samples of construction processes -
  - (a) Basic Hand Stitches and seam finishes
  - (b) Darts, Pleats, tucks, Frills
  - (c) Placket and waistbands
  - (d) facings and binding neck lines
  - (e) Fasteners-Hook, Buttons, Zip
  - (f) Collars Variation-Peter pan, (flat and raised) Chinese, Shirt
  - (g) Sleeves Variations-plain, puff, flared, Magyar/kimono
  - (h) Skirts – A – line, Gathered, Circular, (half and full)
  - (i) Hand Embroidery stitches (10)
- Sketching and incorporation of the above in children's and ladies wear.
- 5 A. Pattern making : Methods of pattern making : Flat Pattern, Drafting and Draping
- 5.B. Preparation of basic bodice, sleeve and skirt block and its adaptation to various garments.
6. Designing and stitching following children garments:
 

A- Line frock, romper, gathered frock, Skirt and Top.
7. Designing and stitching of following garments
 

Petticoat, casual and formal suits, Blouse, and Nightie
8. To identify pattern and its application to apparel and textile
  - A. Introduction and collection of motifs
  - B. types of patterns Include: (4 sketches each in 4\*4 size )
    - (i) Structural
    - (ii) Geometrical
    - (iii) Stripes and plaids

(iv) Floral

(v) Traditional

C. Layout of Design – Repeat (one way, two way, vertical, horizontal and diagonal)

D. Enlarging and reducing designs

E. Choosing colours

9. Rendering different fabrics with their prints and textures. (any four)

Woven, tweed, satin, denim, crepe, checks, stripes, floral, tissue, chiffon, net, pile, suede

10. Project –

A. Understanding the characteristics, uses, collection and market survey on various types of accessories

Support Materials: Interfacing, Lining, Interlining

Support Devices: Shoulder pad, Sleeve headers and Collar stays

Closures: Zippers, Buttons, Button holes, Hooks 'n' Eye, Press 'n' Studs, Buckles, Belts

Trims: Ribbons, Laces and Braids

Non woven

B. To increase an awareness of the economic and environment influence on clothing decisions.

Redesigning and recycling of clothing (ideas to redesign) such as:

(a) Piecing or patchwork

(b) Use of special fabrics - leather, lace or appliqué

(c) Use of decorative embroidery

(d) Trims

(e) Paints and dyes

(Difference between redesign, restore, and recycle. Discuss why one would redesign, restore, or recycle clothing and textile items. Consider factors such as: money, creativity, individuality, skills, needs and equipment.)

### **SUGGESTED READINGS-**

1. Jindal, Ritu, Handbook of Fashion Designing.

2. Kallal, Mary Jo, Construction.

3. Mitchell Beazley, The Sewing Book a complete practical guide.

4. Ireland, Fashion Designing Drawing and Presentation.

5. Ireland, Patrick John, Fashion Design Illustration: Men.

6. Renee Weiss Chase, CAD for Fashion Design.

**B.A./B.SC./B.Com PART-III- 2023-24**  
**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.