

RAJASTHAN PUBLIC SERVICE COMMISSION, AJMER

SYLLABUS FOR COMPETITIVE EXAMINATION FOR THE POST OF ASSISTANT PROFESSOR IN GARMENT PRODUCTION AND EXPORT MANAGEMENT (GPEM) FOR COLLEGE EDUCATION DEPARTMENT

PAPER-II

Unit-I: -

1. Clothing Industry: sectors, product types and organisation, Production, Consumption, Employment Potential, Problems and Prospects in textile industry, Handloom industry and readymade garment industry: History of the garment Industry, Status in Global Market 2. Role of Textile Ministry of India 3. Textile Research organizations and their functions.

Unit-II: -

1. Commercial processes of apparel production: Product Development, Design Development, Developing a sample garment. 2. Apparel Production: Costing a garment, purchasing, pattern making, Pattern Grading, Scheduling, spreading, cutting procedure, Contracting, garment assembly 3. Introduction to industrial machines for Spreading, Cutting, Sewing, Finishing and Embellishments

Unit-III: -

1. Marketing Department- Marketing, Merchandising, Sales 2. Finance Department- Management Information, Budgeting 3. Purchase Department- Information, Suppliers, Prices, Progression, Verification, Speculative Buying, Storekeeping, Stock Management, Purchase Order 4. Operations Department- Company Calendar, Pre- Production Planning and Quality Control 5. Garment finishing Department –cutting, cleaning and pressing. Packaging and Labelling.

Unit-IV: -

1. Fashion merchandising: merchandising Concepts, Process and Planning, Responsibilities of merchandiser, Functions of merchandising division- planning controlling and execution 2. Visual merchandising 3. Entrepreneurship: Meaning of entrepreneurship and characteristics of Entrepreneurs. 4. Career in fashion and Garment Production.

Unit-V: -

1. International Marketing: Importance, Nature and Scope of International Marketing, International Marketing Vs Domestic Marketing, Problems and Challenges of International Marketing.
2. Market Entry Strategies, Licensing/franchising, Export and Import Trade, Documents, Letter of Credits, Methods of Payments
3. Channels of Distribution
4. Turnkey contracts, joint venture, Mergers and acquisition
5. Advertisement, personal selling, trade fairs & exhibitions.

Note: - Pattern of Question Paper

1. Objective type paper
2. Maximum Marks: 75
3. Number of Questions: 150
4. Duration of Paper: Three Hours
5. All questions carry equal marks.
6. Medium of Competitive Exam: Bilingual in English & Hindi
7. There will be Negative Marking.