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B.Sc.DEGREE EXAMINATION, DECEMBER– 2018

Third Year

Study of Apparel Industry

Time :3 Hours

Maximum Marks :70

SECTION - A

Answer any eight of the following.

(8×3=24)

- Q1)** Role of design room.
- Q2)** Miscellaneous duties of design department.
- Q3)** Importance of company calendar.
- Q4)** Constraints of garment design.
- Q5)** Computer controlled cutting.
- Q6)** Synchro system.
- Q7)** Equipment used for bagging- Explain.
- Q8)** Benefits of ISO 9000 Certification.
- Q9)** Importance of maintaining morale.
- Q10)** Cost estimation.
- Q11)** Duties of store keeper.
- Q12)** One time tender.

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SECTION - B
Answer All questions. (4×11½=46)

Q13) a) What are the duties of design department.

OR

b) Explain the main operations of preproduction of planning and control.

Q14) a) Explain is about categorisation of products.

OR

- b) Explain the following.
- i) Powered scissors
 - ii) Straight knife.
 - iii) Band knife.

Q15) a) What are the characteristics of production systems Explain.

OR

b) Give an account on the semi automatic machines and fully automatic machines in finishing department.

Q16) a) Write about five standards in ISO 9000 series and explain installation procedure.

OR

b) How the Communication and morale shows the effect on production.



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B.Sc. DEGREE EXAMINATION, DECEMBER – 2018

Third Year

APPAREL MARKETING AND MERCHANDISING

Time : 3 Hours

Maximum Marks : 70

SECTION - A

Answer any eight questions.

(8×3=24)

Q1) Sales promotion.

Q2) Super markets.

Q3) Vertical Integration.

Q4) Main stream retailers.

Q5) Merchandise plan.

Q6) Standard manuals.

Q7) Physical Inventory.

Q8) Mass merchants.

Q9) Inventory control.

Q10) Customer service.

Q11) Stock shortages.

Q12) Seasonal planning.

SECTION - B

Answer all questions.

(4×11½=46)

Q13) a) What do you understand by marketing channels. Explain the types of marketing channels.

OR

b) “Advertising is a social waste”. Comment with reasons.

Q14) a) Who is a retailer? What are the different types retailers.

OR

b) Briefly explain about deep-riche retailing.

Q15)a) Explain in detail the buyer decision making process.

OR

b) Discuss various factors the influence the merchandise planning.

Q16)a) What is visual merchandising? Explain it in detail.

OR

b) Explain the following:

i) Purchase order

ii) Budgeting.

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B.Sc. DEGREE EXAMINATION, DECEMBER – 2018

Third Year

COSTUMES AND APPAREL DESIGN

Time : 3 Hours

Maximum Marks :70

SECTION - A

Answer any eight of the questions.

(8×3=24)

- Q1)** Costumes of 90th decade.
- Q2)** Embroidery of Kashmir.
- Q3)** Jewel of Tamil Nadu.
- Q4)** Surfza.
- Q5)** Solapur footween.
- Q6)** Colours and dyes of Romans.
- Q7)** War crown of Egyptians.
- Q8)** Coda.
- Q9)** Hair dresses of Byzantium.
- Q10)** Women costumes of Mysore palace.
- Q11)** Priest hoods of Romans.
- Q12)** Leather accessories of west Bengal.

SECTION - B
Answer all questions.

(4×11½=46)

Q13)a) Explain costumes of 70th decade and 80th decade.

OR

b) Give an account on the traditions embroidery works of various states in northern region.

Q14)a) Write the manufacturing of fabrics in Rome.

OR

b) Explain military costumes of Romans.

Q15)a) Give an account on costume of Tribal people in North region.

OR

b) Write an essay on general description of ancient Egyptians costumes.

Q16)a) Explain sandals & shoes, plebeian head dresses and the blue crown of Egyptians.

OR

b) Which types of dresses wore by Greek male and females in archaic time.

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B.Sc. DEGREE EXAMINATION, DECEMBER – 2018

Third Year

APPAREL ACCESSORIES AND SURFACE ORNAMENTATION

Time : 3 Hours

Maximum Marks :70

SECTION - A

Answer any eight of the following.

(8 × 5 = 40)

- Q1)** Which fabrics are suitable for smocking?
- Q2)** Latest embroidery works.
- Q3)** In which state applique work started for first time?
- Q4)** Antique Jewellery.
- Q5)** Types of threads.
- Q6)** Free hand embroidery.
- Q7)** Selection of Needles for embroidery.
- Q8)** Long and short lazy daisy work.
- Q9)** Types of motifs.
- Q10)** Cutch work designs.
- Q11)** Techniques of dart manipulation.
- Q12)** Kantha work.

SECTION - B

Answer all questions.

(4 × 7½ = 30)

Q13) a) Write the importance of decoration for girls apparels. How belts increases the stylish look?

OR

b) Which state is famous in applique works and explain various types with examples.

Q14) a) Write the types of Fastners and explain.

OR

b) What are the factors to be consider in construction of a garment with Yokes?

Q15) a) Give an account on the precious and semi precious stones used in Indian Jewellery.

OR

b) How to take care among the construction of sewing threads in their fibre selection and finishing?

Q16) a) Explain various hand embroideries of Tamilnadu and Andhra Pradesh.

OR

b) Explain the following :

i) Crochet.

ii) Bead work.



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B.Sc. DEGREE EXAMINATION, DECEMBER – 2018

Third Year

COSTUME DESIGN AND FASHION TECHNOLOGY

International Trade and Documentation

Time : 3 Hours

Maximum Marks :70

SECTION - A

Answer any eight of the following.

(8 × 3 = 24)

- Q1)** Offer order.
- Q2)** Marketing information system.
- Q3)** Preventive officer.
- Q4)** Packaging.
- Q5)** Consumer selection.
- Q6)** Discuss Do's and Don'ts of sourcing abroad.
- Q7)** Write about clearance of products.
- Q8)** Decision process.
- Q9)** Business buyer.
- Q10)** Global sourcing.
- Q11)** Let ship order.
- Q12)** Role of ECGC.

SECTION - B

Answer all questions.

(4 × 11½ = 46)

Q13) a) What is multi fibre arrangement (MFA)? Also state MFA phase for Indian garment exports.

OR

b) Explain about terms of payment in detail?

Q14) a) What is meant by consumer behaviour? Discuss the factors which are influence the consumer behaviour?

OR

b) Explain the significance of marketing research in international trade.

Q15) a) Examine the role of merchandising in global sourcing.

OR

b) Describe the Pros and Cons of fabric purchasing system?

Q16) a) What are documents required in export of textiles from India?

OR

b) Bring out the functions of marketing strategic planning.

