

(DSCFT 31)

B.Sc. DEGREE EXAMINATION, DECEMBER 2019.

Third Year

STUDY OF APPAREL INDUSTRY

Time : Three hours

Maximum : 70 marks

SECTION A — (8 × 3 = 24 marks)

Answer any EIGHT of the following.

1. Sample maker and sketches.
2. Production of sample garments.
3. Importance of company calendar.
4. Plaid and striped fabrics.
5. Preparation for sewing.
6. Mechanical system of production department.
7. Fully automatic machines for finishing.
8. Ply counters and cloth roll drive.
9. Bundle preparation.
10. Procedure of ISO 9000.
11. Personal cleanliness in production unit.
12. Closed tender system.

SECTION B — (4 × 11½ = 46 marks)

Answer ALL questions.

13. (a) Define designing. Explain the technology used in design department.

Or

- (b) Explain in detail about main operations of pre production of planning and control.

14. (a) Briefly write about spreading techniques for striped and checked materials.

Or

- (b) Give an account on the various activities of cutting department.

15. (a) Explain in detail about boxed good and hanging goods.

Or

- (b) Explain the concept of ISO 9000.

16. (a) What are the factors interfere with the methods of costing?

Or

- (b) Define purchasing. Write the duties of Store Keeper.
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(DSCFT 32)

B.Sc. DEGREE EXAMINATION, DECEMBER 2019.

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APPAREL MARKETING AND MERCHANDISING

Time : Three hours

Maximum : 70 marks

SECTION A — (8 × 3 = 24 marks)

Answer any EIGHT questions.

1. Television retailing.
2. Budgeting.
3. Advertisements.
4. Chain stores and Super markets.
5. Garment Costing.
6. Direct material.
7. Destination Stores.
8. Retail outlet stores.
9. Retail image.
10. Computer use in buying.
11. Inventory turn.
12. Indirect exporting.

SECTION B — (4 × 11½ = 46 marks)

Answer ALL questions.

13. (a) What are the factors to be consider in merchandising? Explain.

Or

- (b) What are the different types of pricing of products?

14. (a) Write in detail about retailing operations.

Or

- (b) Define merchandiser and what are the various functions of merchandiser.

15. (a) Explain in detail about Buyer's role.

Or

- (b) How to increase the sale during unseason?

16. (a) Write the difference between the activities of retail and wholesale stores.

Or

- (b) What is the role of visual merchandising in attracting the customers? Explain.
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(DSCFT 33)

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COSTUMES AND APPAREL DESIGN

Time : Three hours

Maximum : 70 marks

SECTION A — (8 × 3 = 24 marks)

Answer any EIGHT of the following questions.

1. Greek costumes.
2. Traditional costumes of West Bengal.
3. Orissa Marriage Costumes.
4. Gowns of French during 19th Century.
5. Parfums and Lubin.
6. Crowns of Pharaohs.
7. Petasos of Greece.
8. Kashmir Hand Work.
9. Glyptography.
10. Hair dressing of Eutaria.
11. Etrusans of Eutaria.
12. Embroidery of Cretan Costumes.

SECTION B — (4 × 11½ = 46 marks)

Answer ALL questions.

13. (a) Briefly write about military costumes of Romans.

Or

- (b) Give an account on the footwear and jewellery of Rajastan.

14. (a) What did poor people wear in Ancient-Greece?

Or

- (b) Describe costumes of 90th decade of Indians.

15. (a) Explain in detail about post-war fashion in French.

Or

- (b) What did Egyptian Queens Wear?

16. (a) What are the various metals used in the manufacture of Byzantium jewellery? Explain.

Or

- (b) Describe cosmetics, footwear and accessories of Kashmir.
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(DSCFT 34)

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APPAREL ACCESSORIES AND SURFACE ORNAMENTATION

Time : Three hours

Maximum : 70 marks

SECTION A — (8 × 5 = 40 marks)

Answer any EIGHT of the following questions.

1. Smocking styles.
2. Quilting.
3. Beading Works.
4. Patch Work.
5. Yokes.
6. Design of garment.
7. Precious Stones in Jewellery.
8. Types of Threads.
9. Rules for machine embroidery.
10. Cut work.
11. Motifs.
12. Define Dart Manipulation.

SECTION B — (4 × 7½ = 30 marks)

Answer ALL of the following questions.

13. (a) Explain different trimmings used in dress designings.

Or

- (b) How decorations to the garment increases the beauty of dress?

14. (a) How the patch work is different from the applique work?

Or

- (b) Write about the construction of fastners.

15. (a) Which type of the fabric suitable for the yoke design?

Or

- (b) Explain the process for finishing of sewing threads.

16. (a) Give an account on techniques of dart manipulation.

Or

- (b) Explain the following :

- (i) Fringes
- (ii) Tassels.

(DSCFT 35)

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INTERNATIONAL TRADE AND DOCUMENTATION

Time : Three hours

Maximum : 70 marks

SECTION — A

Answer any EIGHT of the following.

All questions carry equal marks.

1. Top Ten Cloth Markets.
2. Export inspection council.
3. Export Incentives.
4. Packaging.
5. Different kinds of Brands.
6. Marketing Philosophies.
7. Merchandising.
8. Competitive advantage.
9. Consumer satisfaction.
10. Strategic Marketing Planning.
11. Process of Planning.
12. The Fashion Marketing Plan.

SECTION — B

Answer ALL questions.

13. (a) Explain the present status of cloth and textile exports from India.

Or

- (b) What is Proforma Invoice? Explain its need and significance.

14. (a) Describe the Government policies and regulations affecting export marketing.

Or

- (b) What is Multifibre and Bilateral Textiles Agreements? Explain fully.

15. (a) What is Sourcing? List out various factors that influence sourcing decisions.

Or

- (b) What is Buyer Behaviour? How to influence it? How to assess it?

16. (a) What is Marketing? Also explain various functions of Marketing.

Or

- (b) What is Marketing Environment? What is Marketing Strategy? Explain briefly.
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