

(DSCFT 31)

B.Sc. DEGREE EXAMINATION,
NOVEMBER 2021.

Third Year

STUDY OF APPAREL INDUSTRY

Time : Three hours

Maximum : 70 marks

SECTION A — (8 × 3 = 24 marks)

Answer any EIGHT of the following questions.

1. Sample maker in design department.
2. Block pattern.
3. Bulk order placing.
4. Schedule of cloth production for a particular season.
5. Materials required for cutting department.
6. Powered scissors.
7. Preparation of Bundles.
8. Types of sewing systems
9. Equipments used for bagging.
10. Fully automatic machines for finishing.
11. Benefits of ISO 9000 certification.
12. Duties of store keeper.

SECTION B — (4 × 11 $\frac{1}{2}$ = 46 marks)

Answer ALL questions.

13. (a) Write the importance of production of sample garments.
Or
(b) What is meant by control order concentration?
 14. (a) Briefly explain activities and experiences of cutting room with striped and plaid fabrics.
Or
(b) Explain the importance of cutting department in apparel industry.
 15. (a) Explain the following :
 - (i) selective conveyor belt system
 - (ii) synchro system.Or
(b) Write the advantages and disadvantages of semi automatic and fully automatic machines.
 16. (a) Give an account of methods of costing.
Or
(b) Explain the following :
 - (i) Low quality and low output
 - (ii) TQM concept.
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B.Sc. DEGREE EXAMINATION,
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APPAREL MARKETING AND MERCHANDISING

Time : Three hours

Maximum : 70 marks

SECTION A — (8 × 3 = 24 marks)
Answer any EIGHT of the following.

1. Product pricing
2. Independent shops
3. Multiple unit stores
4. Mass merchants
5. Even calculations in garment industry
6. Main stream retailers
7. Buying offices
8. Unit control and inventory control
9. Buyer as Editor – Explain.
10. Co-operative sales Person programmes
11. Store planning
12. Indirect exporting.

SECTION B — (4 × 11½ = 46 marks)

Answer ALL questions.

13. (a) What are the factors affecting Product pricing?
Or
(b) Explain administration procedure for Marketing and Merchandising.
14. (a) Give an account on types of retailing operations.
Or
(b) Write about off price retailers and discounters.
15. (a) Give an account on merchandising organisation.
Or
(b) What is Merchandiser? Explain the role and responsibilities of Merchandisers.
16. (a) Explain in detail about visual merchandising.
Or
(b) Explain the following :
 - (i) sourcing flow
 - (ii) sourcing options.

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B.Sc. DEGREE EXAMINATION,
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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. Purdah System.
2. Flared bonnets of French.
3. Shalws of Egypt women.
4. Pleated skirt of Greece.
5. Traditional Costumes of Kerala.
6. Tunics and Togas of Romans.
7. Roman Footwear.
8. "Anogiani" of crete.
9. What are the materials that are used to produce Etruscans dresses?
10. Garment worn by the clergy in the Christian church.
11. Banchini Print.
12. Aplique Work.

SECTION B — (4 × 11½ = 46 marks)
Answer ALL questions.

13. (a) Write an essay on costumes of Greek period.
Or
(b) What types of garments and accessories did wear by Bengalis?
 14. (a) Write an Essay on fashion and costume of French.
Or
(b) Give an account on National Costume of Egypt.
 15. (a) Explain various jewellery and garments that are wear by Tamilians during marriage occassion.
Or
(b) According to Roman tradition, what are the accessories did wear by Roman men.
 16. (a) Write in detail about types of costumes did wear by women of crete.
Or
(b) Write the difference between ancient jewellery and contemporary jewellery of India.
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B.Sc. DEGREE EXAMINATION,
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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. Types of smocking.
2. Patterns in patch work.
3. Purpose and use of the garment.
4. Hints.
5. Precious stones that are used in India.
6. Types of fibres used in sewing threads.
7. Threads and needles that are used in applique work.
8. Free hand embroidery.
9. Button holes for different garments.
10. Design of motifs.
11. Darts for kids wear.
12. Bead work.

SECTION B — (4 × 7½ = 30 marks)

Answer ALL of the following.

13. (a) Explain the following:
 - (i) Rickrac
 - (ii) Sequins

Or

 - (b) Explain different varieties of patch works.
 14. (a) Write the steps in construction of fastners.

Or

 - (b) Differentiate conventional and contemporary Jewellery of India.
 15. (a) Give an account on construction and finishing of sewing threads.

Or

 - (b) Explain different types of Embroidery in West-Bengal.
 16. (a) Explain materials that are used in motifs.

Or

 - (b) Explain the following:
 - (i) Cutch work
 - (ii) Cross stitch.
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INTERNATIONAL TRADE AND DOCUMENTATION

Time : Three hours

Maximum : 70 marks

SECTION A – (8 × 3 = 24 marks)

Answer any EIGHT of the following.

1. Features of Indian Garments Exports.
2. Role of WTO in Export Trade.
3. Significance of Competitive advantage.
4. Role of Information Systems in Decision making.
5. Elements of Marketing Audit.
6. SWOT Analysis.
7. Nature of Export marketing philosophies.
8. How to assess consumer satisfaction?
9. Steps in Export Marketing Process.
10. Domestic Sourcing Process.
11. Purpose of Export incentives.
12. Bilateral Textile Agreements.

SECTION B – (4 × 11½ = 46 marks)

Answer ALL questions. (a) or (b)

13. (a) What has been the role of Export Inspection Council in promoting Export Trade?

Or

- (b) What do you understand by MFA (Multi Fibre Agreements) Phase for Indian garment Exports? What are the things involved in it?
14. (a) Enumerate the role of GATT in the Indian trade of Garments. Also refer recent trends.

Or

- (b) Describe the concept Sourcing Decision. List the factors involved in Sourcing Decision. Explain them.
15. (a) Elaborate the word Marketing Research. In what way it is useful in International Trade?

Or

- (b) What is Consumer Satisfaction? Explain the criteria for assessing Consumer satisfaction.
16. (a) Describe Marketing Strategy Planning. State its process and major functions.

Or

- (b) Narrate the word Marketing Environment. Also Explain the Marketing environment with special reference to Export Trade.
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