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B.Sc. DEGREE EXAMINATION, MAY– 2018
Third Year
COSTUME DESIGN AND FASHION TECHNOLOGY
Study of Apparel Industry (Paper – I)

Time :3 Hours   Maximum Marks :70

SECTION - A
Answer any eight of the following questions.   (8 × 3 = 24)

Q1) Write about assistant designer.

Q2) Write the importance of time table for producing cloth for a particular season.

Q3) Plaid fabrics.

Q4) Assisted cutting.

Q5) Bundle preparation.

Q6) Manual production systems.

Q7) Write about packing equipment.

Q8) Drawbacks of ISO 9000.

Q9) Employee selections for production.

Q10) Explain the concept of quality.

Q11) What are the factors to be consider in whole sale price.

Q12) Write the difference between inward register and outward registers.

SECTION - B

Answer all questions.   **(4 × 11$^1/_2$ = 46)**

*Q13)*a) Define block pattern and explain pattern making in design department.

<div align="center">OR</div>

    b) What are the various factors to be consider in selection and purchase of raw materials.

*Q14)*a) Describe spreading techniques for striped and checked materials.

<div align="center">OR</div>

    b) What is meant by cutting department and explain production processes in the cutting room.

*Q15)*a) Explain straight line system and mechanical systems in production department.

<div align="center">OR</div>

    b) Describe the evaluation of ISO quality standards.

*Q16)*a) Explain in detail about types of tenders.

<div align="center">OR</div>

    b) Give an account on the methods of costing.

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Total No. of Questions : 16]   [Total No. of Pages : 02

B.Sc. DEGREE EXAMINATION, MAY – 2018
Third Year
APPAREL MARKETING AND MERCHANDISING

Time : 3 Hours   Maximum Marks :70

SECTION - A
Answer any eight questions.   (8 × 3 = 24)

Q1) Four channels of communication.

Q2) Sales budget

Q3) Television retailing

Q4) Book Inventory

Q5) Sales training

Q6) Sourcing flow

Q7) Franchising

Q8) Vertical Integration

Q9) Fashion leadership

Q10) Direct exporting

Q11) Non store retailers

Q12) Display packages

SECTION - B

Q13) a) Discuss the need for public relations and also explain what public relations can not do for the firm.

OR

b) What is pricing? What factors influence price?

Q14) a) What is retailing? What are the functions of retailers?

OR

b) Describe about department store groups. Explain its advantages and disadvantages.

Q15) a) Who is merchandiser? Explain the role and responsibilities of Merchandisers.

OR

b) What is Inventory control? What steps are involved in Inventory control?

Q16) a) Explain about International clothing distribution environment.

OR

b) Explain the following :
   i)   Average Gross sales.
   ii) Fashion leadership.

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(DSCFT33)

Total No. of Questions : 16]   [Total No. of Pages : 02

B.Sc. DEGREE EXAMINATION, MAY – 2018

Third Year

Costumes and Apparel Design

Time : 3 Hours   Maximum Marks :70

SECTION - A

Answer any eight of the following questions.

(8 x 3 = 24)

Q1) Purdah system.

Q2) Costumes of 20th decade.

Q3) Relation between costumes and climatic conditions – Discuss.

Q4) Costumes of Tamilnadu.

Q5) Relation between costume and concern state tradition.

Q6) Kashmiri work.

Q7) Jaipuri embroidery work.

Q8) Jewellery of Roman

Q9) Men costumes in Eutaria.

Q10) Kutch embroidery.

Q11) Kanta work of Bengal.

Q12) Egyptians was crown.

$$(4 \times 11\frac{1}{2} = 46)$$

*Q13)*a) Explain in detail about costumes of Mohenjo-daro period.

OR

b) Give an account on North Indian costumes.

Q14) a) Describe formal wear for citizens of Rome.

OR

b) Write the differences between men and women dresses of Egyptians.

Q15) a) Explain the costumes used by Mohenjo-daro and Harappas period.

OR

b) Write a note on jewels accessories, footwear used by Byzantium people.

*Q16)*a) Describe traditional cretan costumes of male and female.

OR

b) Describe the cosmetics, Jewellery and for footwear of Karnataka and Maharastra.

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(DSCFT34)

B.Sc. DEGREE EXAMINATION, MAY – 2018

Third Year

APPAREL ACCESSORIES AND SURFACE ORNAMENTATION

Time : 3 Hours   **Maximum Marks :70**

SECTION - A

Answer any eight of the following questions   **(8 × 5 = 40)**

Q1) In dress designing what are the various decorative?

Q2) Difference between applique and patches.

Q3) Shapes and sizes of yokes

Q4) Decorative seaming

Q5) Conventional Jewellery of India

Q6) Dyeing of sewing threads

Q7) Problems with needles in embroidery

Q8) Running and cording

Q9) Catching and faggoting

Q10) Sequinces

Q11) Making of Bias tubing

Q12) Button holes

SECTION - B

**Answer all of the following questions.**   **(4 × 7$\frac{1}{2}$ = 30)**

Q13) a) What are factors to be consider in placing the pockets for both college going girls and boys.

OR

b) By considering age, sex, figure and personality how yoke designing should be – Explain.

Q14) a) What are the types and methods of attaching of Fastners.

OR

b) There is a cultural influence on Indian Jewellery – Discuss.

Q15) a) Explain in detail about the fabric nature, construction and finishing of sewing threads.

OR

b) Explain the following
  i)   Kashmir work
  ii)   Cut work
  iii) Cross stich.

Q16) a) Define Dart Manipulation. Explain techniques used in Dart manipulation.

OR

b) Give an account on the applications of Bias tubing on suitable garments.

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Total No. of Questions : 16] [Total No. of Pages : 02

B.Sc. DEGREE EXAMINATION, MAY – 2018
Third Year
International Trade and Documentation

Time : 3 Hours Maximum Marks :70

SECTION - A
Answer any eight of the following.
All questions carry equal marks.

(8 x 3 = 24)

Q1) Multi fibre agreements.

Q2) Merchandising.

Q3) Proforma invoice.

Q4) Marketing philosophy.

Q5) Logistics.

Q6) Sourcing options.

Q7) Forwarding agent.

Q8) Buyer behaviour.

Q9) Marketing audits.

Q10) MFA phase.

Q11) Quota countries.

Q12) Concept of international trade.

SECTION - B
Answer all questions.

$(4 \times 11\frac{1}{2} = 46)$

Q13) a) Critically examine the working of exports inspection council?

OR

b) State the factors that influence fashion marketing plan?

Q14) a) Evaluate the role of WTO in the Trade of garments?

OR

b) Define term consumer satisfaction? Discuss the criteria for consumer satisfaction.

Q15) a) Bring out the bilateral textile agreements signed by India.

OR

b) Compare and contrast different fabric purchasing system.

Q16) a) Elucidate the marketing environment in Industry?

OR

b) What are the problems faced by Garment export association? Explain in detail?

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