

**(DSCFT31)**

**Total No. of Questions : 16]**

**[Total No. of Pages : 02**

**B.Sc. DEGREE EXAMINATION, DEC. – 2016**

**Third Year**

**STUDY OF APPAREL INDUSTRY**

**Time : 3 Hours**

**Maximum Marks: 80**

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**SECTION – A**

**Answer any EIGHT of the following**

**(8 × 4 = 32)**

- Q1)** Explain the importance of Assistant Designer & Sketcher.
- Q2)** How will you place the orders for raw material.
- Q3)** Explain the pattern making in design department.
- Q4)** Write about free lance models.
- Q5)** Explain the technology used in design department.
- Q6)** What is the importance of company calender.
- Q7)** Explain the main operation of preproduction of planning and control.
- Q8)** How to categories products.
- Q9)** Role of contribution of human factors.
- Q10)**Experiences in cutting room.
- Q11)**Explain the Quality in cutting department.
- Q12)**Define production. What are the characteristics of production systems.

**SECTION – B**  
**Answer all Questions**

**(4 × 12 = 48)**

**Q13) a)** Explain the detail note on product development.

OR

b) Describe about mechanical transport systems.

**Q14) a)** Explain the factors determine good finish in the garment before packing.

OR

b) Write a detail note on ISO 9000 and TQM concept.

**Q15) a)** Write about discipliners procedury and team spirit.

OR

b) What are the steps in leading groups of people and understanding the groups.

**Q16) a)** What are the steps in Quality assurance and benefits of 9000 certification.

OR

b) Write a detail note on store keeper and stock management.



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**B.Sc. DEGREE EXAMINATION, DEC. – 2016**

**Third Year**

**APPAREL MARKETING AND MERCHANDISING**

**Time : 3 Hours**

**Maximum Marks: 80**

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**SECTION – A**

**Answer any EIGHT Questions**

**(8 × 4 = 32)**

**Q1)** Difference between Sales and Marketing.

**Q2)** Direct retailing.

**Q3)** Fashion Forward Stores.

**Q4)** Electronic Retailing.

**Q5)** Buying Cycle.

**Q6)** Shopping Procedures.

**Q7)** Sales training

**Q8)** Display packages.

**Q9)** Display elements.

**Q10)** Indirect Exporting.

**Q11)** Fixed Overheads.

**Q12)** Large Stores.

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**SECTION – B**  
**Answer all Questions**

**(4 × 12 = 48)**

**Q13) a)** “Marketing involves much more than selling and advertising”. Explain.

OR

b) What do you understand by Sales forecasts? What things are needed to prepare a sales forecast?

**Q14) a)** What is Retail Organization? Discuss in detail functions of retail organization.

OR

b) Define Sales Promotion. How is it different from advertising?

**Q15) a)** What is interiors? In what way it will influence customer satisfaction and over all marketing?

OR

b) What is customer service? In what way it will influence customer satisfaction?

**Q16) a)** Explain:  
i) Selling and sales incentives.  
ii) Computer using in buying.

OR

b) Explain:  
i) Store planning and Design.  
ii) Apparel Distribution Structure.



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B.Sc. DEGREE EXAMINATION, DEC. – 2016

Third Year

COSTUMES AND APPAREL DESIGN

Time : 3 Hours

Maximum Marks: 80

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SECTION – A

*Answer any eight of the following*

- Q1)** Explain the costumes of Gujarat. **(8×4 = 32)**
- Q2)** Describe the costume of Orissa.
- Q3)** Write about empire dress style.
- Q4)** Explain the hair style and Jewellery of Karnataka.
- Q5)** Describe the men costumes of Roman.
- Q6)** Explain the Women costumes and hair style of Eularia.
- Q7)** Explain the costumes of Greek Period.
- Q8)** What are the costumes of both decade.
- Q9)** Explain the costumes of Crete.
- Q10)** Write about the costumes of Maharashtra.
- Q11)** Explain women costumes of Uttar Pradesh.
- Q12)** Write about the costumes of Greek perivel.

**SECTION – B**

**Answer all Questions**

**(4×12 = 48)**

**Q13) a)** Describe the costumes of any three decades.

OR

b) Write the costumes of West Bengal and Rajasthan.

**Q14) a)** Write about the Jewellery of South India.

OR

b) Write about purdah system and costumes of Mohanjadaro period.

**Q15) a)** Describe the different life styles of North India.

OR

b) The importance of costumes in Indian History.

**Q16) a)** Write about women costumes of French & Egypt.

OR

b) Describe the cosmetics, Jewellery and foot wear of Tamilnadu and Orissa.



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B.Sc. DEGREE EXAMINATION, DECEMBER – 2016

Third Year

APPAREL ACCESSORIES AND SURFACE ORNAMENTATION

Time : 3 Hours

Maximum Marks: 80

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SECTION – A

Answer any eight of the following.

(8×5 = 40)

- Q1)* Write about Shirring.
- Q2)* Describe about Beading
- Q3)* Write the types of buttons and buttonholes.
- Q4)* What are the steps to be followed in creating variety in yoke design.
- Q5)* What are the different types of seams.
- Q6)* What are the ways of designing yokes which release fullness in various forms.
- Q7)* Write about catch work.
- Q8)* Write about Bias tubing.
- Q9)* Explain the precautions to be followed on attaching Yokes.
- Q10)* Explain about laces.

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**Q11)** Explain the shifting procedure of blouse dart to new position.

**Q12)** Write about Quitting and inserted Banding.

**SECTION – B**

**Answer all Questions**

**(4×10 = 40)**

**Q13) a)** What are the varieties of Applique and patches.

OR

b) Describe the different types of fastners.

**Q14) a)** Explain different types of machine embroidery.

OR

b) Explain the types and fringes and tassels and its importance.

**Q15) a)** Write about bead work, mirror work and cutch work.

OR

b) Write about fancy stitches and this application.

**Q16) a)** What are the different ways of making embroidery.

OR

b) Explain the cultural influence on Indian Jewellery.





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**B.Sc. DEGREE EXAMINATION, DECEMBER – 2016**

**Third Year**

**INTERNATIONAL TRADE AND DOCUMENTATION**

**Time : 3 Hours**

**Maximum Marks: 80**

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**SECTION – A**

**Answer any EIGHT Questions**

**(8× 4 = 32)**

**Q1)** Preparation of proforma Invoice.

**Q2)** Role of Preventive officer in customs.

**Q3)** Packaging.

**Q4)** G A A T .

**Q5)** Global Sourcing.

**Q6)** Marketing Research.

**Q7)** Consumer satisfaction.

**Q8)** Impact of purchasing constraints.

**Q9)** Marketing audit.

**Q10)** Marketing Environment in Industry.

**Q11)** Export Inspection council.

**Q12)** Decision Process.

**SECTION – B**

**Answer ALL questions**

**(4×12 = 48)**

**Q13) a)** Enumerate various problems faced by Garments.

Exports association.

Also suggest suitable remedies.

OR

b) What is multi fibre arrangement (MFA)?

Also state MFA phase for Indian garment exports.

**Q14) a)** What is Sourcing Process?

Also state Domestic and International sourcing process.

OR

b) What is consumer satisfaction?

Also explain the criteria for consumer satisfaction.

- Q15) a)** In what way is the knowledge of the Indian marketing Environment, a pre-requisite for marketers in the design and development of suitable marketing plans in Textile Industry. Discuss.

OR

- b) What is strategic planning? In what way it is useful to textile Industry?

- Q16) a)** What is merchandising? Also state the role of merchandising in sourcing.

OR

- b) Explain:
- i) Export incentives.
  - ii) Terms of Payments.

