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B.Sc. DEGREE EXAMINATION, MAY – 2017

Third Year

STUDY OF APPAREL INDUSTRY

Time : 3 Hours

Maximum Marks :80

SECTION - A

Answer any eight of the following

(8 × 4 = 32)

- Q1)** Duties of Assistant Designer.
- Q2)** What are the types of manufacturing categories.
- Q3)** Explain the constraints of garment design.
- Q4)** Explain types of Knives.
- Q5)** Write about unit production system.
- Q6)** What equipments are used for bagging.
- Q7)** Explain the concept of total quality management.
- Q8)** What are the factory influence effective supervision.
- Q9)** Explain various methods of costing.
- Q10)** Discuss the types of tenders.
- Q11)** What do you mean by quick response sewing system.
- Q12)** Explain the reasons for low quality and low output.

SECTION - B

Answer All questions

(4 × 12 = 48)

Q13)a) Describe the technology used in design department towards production of sample garments and pattern grading.

OR

b) What is the importance of company calendar? How calendar influence timing of activities in operations department.

Q14)a) Briefly explain cutting Room experiences with striped and placid fabrics.

OR

b) Explain the production process in the cutting room?

Q15)a) Explain the different types of equipment available with finishing department.

OR

b) Define communication? Give its types and also state its advantages.

Q16)a) Define Quality Assurance? Explain the principles of quality assurance and also state the draw backs of ISO 9000?

OR

b) Discuss different methods of costing? Also give brief analysis of cost sheet.



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B.Sc. DEGREE EXAMINATION, MAY – 2017

Third Year

APPAREL MARKETING AND MERCHANDISING

Time : 03 Hours

Maximum Marks :80

SECTION - A

Answer any EIGHT questions

(8 × 4 = 32)

Q1) Product Pricing.

Q2) Personnel selling.

Q3) Niche retailing.

Q4) Merchandising.

Q5) Mass merchants.

Q6) Inventory control.

Q7) Selling cycle.

Q8) Gross sales.

Q9) Standard manuals.

Q10) Sourcing flow.

Q11) Visual interiors.

Q12) Variable overheads.

SECTION - B

Answer All questions

(4 × 12 = 48)

Q13)a) Define Marketing? Explain various functions of marketing.

OR

b) Discuss the advantages of various channels of communication.

Q14)a) Write the meaning of retailing? Explain the functions of retailing organization.

OR

b) Explain the various factors influence store location and renovations.

Q15)a) What is buying plan? Explain the role of buyer in planning stock purchases.

OR

b) Describe the international clothing distribution environment in detail?

Q16)a) Explain the following:

- i) Direct and Indirect Exporting.
- ii) Display packages.

OR

b) Explain the following:

- i) Stock or inventory turn.
- ii) Preparation of sales budget.



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B.Sc. DEGREE EXAMINATION, MAY – 2017

Third Year

COSTUMES AND APPAREL DESIGN

Time : 03 Hours

Maximum Marks :80

SECTION - A

Answer any EIGHT of the following

(8 × 4 = 32)

Q1) Costumes of Greek Period.

Q2) Costumes of Punjab.

Q3) Costumes of Andhra Pradesh.

Q4) Describe Egypt Costumes.

Q5) Costumes of 90th decade.

Q6) Describe footwear of Maharashtra.

Q7) Byzantium costumes.

Q8) Jewellery of Rajasthan.

Q9) Costumes of French.

Q10) Describe the scope of cosmetics.

Q11) Various types of trim.

Q12) Write about Jewellery of India.

SECTION - B

Answer All questions

(4 × 12 = 48)

Q13)a) Explain the special features of the costumes of Mohanjadaro Period.

OR

b) Describe the important aspects in costumes of Kashmir.

Q14)a) State the significant elements in costumes of Orissa.

OR

b) Explain the women costumes in Kerala.

Q15)a) Write an elaborate note on Egypt costumes and Greece Costumes.

OR

b) Give the size categories in women's wear.

Q16)a) Outline the types of buttonholes specifically used in costumes of Uttar Pradesh.

OR

b) Explain the following:

- i) Traditional Embroidery and Costumes.
- ii) Fabric Selection in relation to Costumes.
- iii) Jewellery of Romans.



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B.Sc. DEGREE EXAMINATION, MAY – 2017

Third Year

APPAREL ACCESSORIES AND SURFACE ORNAMENTATION

Time : 3 Hours

Maximum Marks :80

SECTION - A

Answer any EIGHT of the following

(8 × 5 = 40)

- Q1)** Embroidery.
- Q2)** Babricborn button holes.
- Q3)** Purpose of the garment.
- Q4)** Conventional Jewellery.
- Q5)** Zig – Zag Stich.
- Q6)** Types of Motifs.
- Q7)** Shifting of darts.
- Q8)** Beadwork.
- Q9)** Different types of fastness.
- Q10)** Cross stich.
- Q11)** Fiber types.
- Q12)** Yoke in the upper parts of a dress.

SECTION - B

Answer All questions

(4 × 10 = 40)

Q13)a) Write about Trimmings.

What do you mean about fasteners?

OR

b) Define the art work of cloth decoration. Write about this process and work of different states in India.

Q14)a) Discuss the basic principles of applique work and its special characteristics.

OR

b) Explain fastness. Also state their suitability to modern and traditional garments.

Q15)a) Trace out the origin of the word 'Embroidery'? Explain the several embroidery techniques of India. Also name some embroidery work which came from outside India.

OR

b) What is Dart Manipulation? Define it? Also state its techniques.

Q16)a) Describe Bias tubing. Also state its application on garments. Also state the suitability of bias tubing.

OR

b) Explain the following:

i) Patterns for different types of yokes.

ii) Jewellery in contemporary India.

iii) Value of fine and costume Jewellery and jewellery design.



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B.Sc. DEGREE EXAMINATION, MAY – 2017

Third Year

INTERNATIONAL TRADE AND DOCUMENTATION

Time : 3 Hours

Maximum Marks :80

SECTION - A

Answer any EIGHT of the following

(8 × 4 = 32)

Q1) Proforma Invoice.

Q2) Export incentives.

Q3) Marketing Process.

Q4) Buyer Behaviour.

Q5) Role of ECGC.

Q6) Purchasing Constraints.

Q7) Objectives of Sourcing.

Q8) Marketing Philosophies.

Q9) Railway Receipt.

Q10) Letter of Credit.

Q11) Marketing Strategy.

Q12) Supply Chain & Logistics.

SECTION - B

Answer All questions

(4 × 12 = 48)

Q13)a) Explain the Indian garment exports trend in International trade.

OR

b) Discuss top ten markets of Indian garments in Global trade.

Q14)a) What are the advantages of cluster approach in the promotion of Garment industry.

OR

b) Discuss the role and functions of preventive officer in customs.

Q15)a) What is SWOT Analysis? State its rationale with special reference to Textile Industry.

OR

b) Explain the role of W.T.O. in International Trade. Also explain its functions.

Q16)a) State the functions of Export Inspection Council (EIC).

OR

b) What do you mean by marketing? Explain the functions of marketing strategic planning.

