

**F-5632**

**Sub. Code**

**7BFC2E1**

**B.Sc. DEGREE EXAMINATION, NOVEMBER 2021**

**Fifth Semester**

**Fashion Technology & Costume Designing**

**Elective - VISUAL MERCHANDISING**

**(CBCS – 2017 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Section A**

(10 × 2 = 20)

Answer **all** questions.

1. State the meaning of Visual Merchandising.
2. Define Retailing.
3. Define store layout.
4. What is fixture planning?
5. Define circulation plan.
6. Define Straight Plan.
7. What is Colour Dominance?
8. Define Off-shelf Display.
9. Define Display Window.
10. What is window dressing?

**Section B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) What are the functions of a visual merchandiser?

Or

- (b) What is the essence of perfect design process?

12. (a) Discuss the process of store strategy evaluation.

Or

- (b) Write a note on four fixture planning phases.

13. (a) What are the various types of circulation plan?

Or

- (b) Write a detailed note on Grid Circulation.

14. (a) How colour is an influencing dominating factor in merchandise presentation?

Or

- (b) Discuss merchandise presentation in detail.

15. (a) Discuss the essentials of an effective window display.

Or

- (b) What are the emerging trends in window display?

**Section C**

(3 × 10 = 30)

Answer any **three** Questions.

16. Give a detailed account on Components of Visual Merchandising.
  17. Write a detailed note on the main areas of retail store planning you need to consider.
  18. Discuss about the Concept of Circulation Plan.
  19. Explain in detail about dominance factors in merchandise presentation.
  20. What are the different types of settings in window display?
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**F-6451**

**Sub. Code**

**7BFC1C1**

**B.Sc. DEGREE EXAMINATION, NOVEMBER 2021.**

**First Semester**

**Fashion Technology and Costume Designing**

**FASHION DESIGNING**

**(CBCS – 2017 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is trend?
2. Chic-Explain.
3. Define design.
4. What is texture?
5. Quilting-Explain.
6. What are accessories?
7. List the dimensions of colour.
8. What are warm colours?
9. Suggest styles for a prominent forehead.
10. Suggest hairstyles and hats for large face.

**Part B**

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) Discuss about the origin of fashion.

Or

- (b) Explain the fashion theories.

12. (a) What are the requirements of a good structural design?

Or

- (b) State the requirements of a good decorative design.

13. (a) Explain about smocking and ric rac.

Or

- (b) Write a note on proportion.

14. (a) Explain CMYK colours.

Or

- (b) Explain the prang colour chart.

15. (a) Suggest dress styles for a person with large bust.

Or

- (b) How will you design for a person with large abdomen?

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Explain fashion cycle with a neat diagram.

17. Elaborate on the elements of design.

18. Explain Emphasis and the different ways of achieving emphasis.
  19. Explain the colour harmonies.
  20. Design a dress for a thin tall girl.
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**F-6452**

**Sub. Code**

**7BFC1C2**

**B.Sc. DEGREE EXAMINATION, NOVEMBER 2021.**

**First Semester**

**Fashion Technology and Costume Designing**

**BASIC SEWING TECHNIQUES**

**(CBCS – 2017 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Describe a tracing wheel.
2. State the function of a thumb screw.
3. Define a seam.
4. What is shirring?
5. Give examples for sleeve and bodice combined style.
6. Describe and illustrate a bell sleeve.
7. Define a yoke.
8. Explain the parts of a collar.
9. How are pockets classified?
10. Name two conspicuous plackets.

**Part B**

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) Write a note on selection of needle and thread for various types of fabrics.

Or

- (b) Name and state the functions of five important parts of a basic sewing machine.

12. (a) Discuss about the factors to be considered in selection of seams.

Or

- (b) Explain the types of darts.

13. (a) Classify sleeves with suitable examples.

Or

- (b) Explain the procedure for drafting circular skirt.

14. (a) How can variety be created in yokes?

Or

- (b) How will you cut and join bias strip?

15. (a) Discuss about selection of pockets.

Or

- (b) Explain the characteristics of a good placket.

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Name and explain the marking and cutting tools.

17. Elaborate on types of seams.



18. Explain sleeveless styles and how will you prepare paper patterns for the same.
  19. Explain the procedure for drafting peter pan collar.
  20. Explain continuous placket and its application.
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**F-6453**

**Sub. Code**

**7BFC3C1**

**B.Sc. DEGREE EXAMINATION, NOVEMBER 2021.**

**Third Semester**

**Fashion Technology and Costume Designing**

**PRINCIPLES OF PATTERN MAKING**

**(CBCS – 2017 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is a dress form?
2. Describe a hem gauze.
3. What do you mean by 'on grain'?
4. What is stay stitching?
5. Define draping.
6. List the different methods of pattern preparation.
7. What are commercial patterns?
8. State the various systems of grading.
9. What is the importance of pattern alteration?
10. What is ease?

**Part B**

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) Describe the marking tools.  
Or  
(b) Explain the steps to be followed in preparation for measuring.
12. (a) Explain the methods of straightening fabric grain.  
Or  
(b) Explain the methods of transferring pattern markings.
13. (a) State the advantages of paper patterns.  
Or  
(b) Explain briefly the flat pattern techniques.
14. (a) Write a note on development of commercial pattern.  
Or  
(b) Write a note on computer grading.
15. (a) Describe the basic principles of fitting.  
Or  
(b) How will you shorten center front length and lengthen a garment?

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. What are the measurements needed for a ladies garment?  
How will you take these measurements?
17. Explain five different types of layouts.

18. Discuss the principles of pattern drafting.
  19. Explain the grading of basic back.
  20. Discuss the standards of good fit.
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**F-6454**

**Sub. Code**

**7BFC5C1**

**B.Sc. DEGREE EXAMINATION, NOVEMBER 2021.**

**Fifth Semester**

**Fashion Technology and Costume Designing**

**GARMENT MANUFACTURING TECHNOLOGY**

**(CBCS – 2017 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Write the objectives of spreading.
2. Write a note on objectives of cutting.
3. Define Seam.
4. What is Puckering?
5. Write a note on elastics.
6. What is seam binding?
7. Write any two advantages of fusing.
8. Mention the alternative material for fusible interlining.
9. Give the purpose of pressing.
10. Define permanent press.

**Part B**

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) Describe about requirements of marker planning.

Or

- (b) Explain nature of fabric packages.

12. (a) Write short notes on sewing machine needles.

Or

- (b) Explain sewing problems.

13. (a) Write about

- (i) Eyelets
- (ii) Buttons.

Or

- (b) Write about

- (i) Lace
- (ii) Braids.

14. (a) Explain fusing process.

Or

- (b) Discuss about means of fusing.

15. (a) Write short notes on means of pressing.

Or

- (b) Describe about pleating.

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Write a detailed note on methods of spreading.
  17. Give an account on sewing thread its fibre type, construction and thread finisher.
  18. Briefly explain performance properties of components and trims.
  19. What are the methods of fusing? And explain it in detail.
  20. Write in detail about categories of pressing.
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**F-6456**

**Sub. Code**

**7BFC1E2**

**B.Sc. DEGREE EXAMINATION, NOVEMBER 2021.**

**Fifth Semester**

**Fashion Technology and Costume Designing**

**Elective: FASHION CLOTHING PSYCHOLOGY**

**(CBCS – 2017 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define Chic.
2. What is meant by Collection?
3. Why is Fashion important in society?
4. How has social media influenced the fashion industry?
5. Explain the role of Fashion Leaders.
6. Write short notes on website performance in fashion services.
7. What are the skills required of a fashion designers?
8. List out some famous Indian Fashion Designers.
9. Which country is best known for fashion?
10. What are the four fashion capitals?



**Part B**

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) Describe

(i) FAD

(ii) Classic

Or

(b) Write detailed notes on Haute Couture and Trend.

12. (a) List out the reasons for fashion changes.

Or

(b) Elaborate the role of personality and Dress in fashion psychology.

13. (a) Write brief note on fashion Innovators and fashion Victim.

Or

(b) Give detailed notes on marked Research.

14. (a) Explain about Gitanjali Kasshyap.

Or

(b) Discuss about Sangeetha Chopra.

15. (a) Write short notes in importance of fashion center.

Or

(b) Discuss about the fashion centers in Italy.

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Elaborate on Fashion Forecasting.
  17. Give detailed notes on Repetition of Fashion.
  18. What are the three major theories of fashion adoption?
  19. Elaborate on Indian Designer
    - (a) J.J.Valaya
    - (b) Ritu Beri.
  20. Explain in detail about the contribution of NewYork Fashion Designer to Fashion World.
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**F-6457**

**Sub. Code**

**7BFC2E2**

**B.Sc. DEGREE EXAMINATION, NOVEMBER 2021.**

**Fifth Semester**

**Fashion Technology and Costume Designing**

**Elective: APPAREL MERCHANDISING AND  
MARKETING**

**(CBCS – 2017 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define Marketing.
2. What is Apparel Marketing?
3. List out the functions involved in merchandising.
4. Write some National brands for kids.
5. What is meant by Display?
6. Write short notes on Budgeting.
7. What are the two essential ways of presenting merchandise in a store?
8. Write short notes on Dominance by coordination.
9. List out the functions of export marketing.
10. Explain the role of technological factors in apparel export.

**Part B**

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) Write short notes on Marketing Concepts.

Or

- (b) Differentiate Micro and Macro Marketing.

12. (a) What is Merchandising Business.

Or

- (b) Write short notes on buying preparation.

13. (a) Explain about Lighting.

Or

- (b) Describe the importance of rehearsal and lighting for a fashion show.

14. (a) List out the principles of merchandise presentation in detail.

Or

- (b) Elaborate on cross merchandising.

15. (a) Write in detail about the factors affecting export marketing.

Or

- (b) What are the challenges faced by Indian apparel industry.

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Give brief note on Fashion Marketing.
  17. Elaborate the role of merchandiser in apparel industry.
  18. Write detailed notes on types of display.
  19. List out the dominance factors in merchandising.
  20. Write in detail about the effect of globalisation on Textile Industry.
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