

**F-8165**

**Sub. Code**

**7BFC3C1**

**B.Sc. DEGREE EXAMINATION, NOVEMBER 2022**

**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 thimble?
2. List the measuring tools
3. What is ease stitching?
4. What is tailors tack?
5. Define draping
6. Explain slash and spread method
7. What is a commercial pattern?
8. State the merits of commercial pattern
9. What do you mean by pattern alteration?
10. What do you mean by balance?

**Part B**

(5 × 5 = 25)

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

All questions carry equal marks.

11. (a) How will you prepare for measuring?

Or

- (b) Explain the general and marking tools used in sewing.

12. (a) State the importance of grain in fabric cutting and construction.

Or

- (b) Explain the methods of straightening fabric grain.

13. (a) Discuss the advantages of paper patterns.

Or

- (b) Explain about preparation of adhesive dress form.

14. (a) How will you select a grading system?

Or

- (b) What are the advantages of computerized grading?

15. (a) How will you check for fit of a garment?

Or

- (b) List any three fitting problems and just remedies.

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

All questions carry equal marks.

16. List the measurements required for ladies and explain the procedure for taking those measurements.
  17. Explain the types of layouts.
  18. How is basic bodice pattern drafted?
  19. Explain the grading techniques and their merits and demerits.
  20. Discuss about the common pattern alterations in a fitted bodice pattern.
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**F-8166**

**Sub. Code**

**7BFC5C1**

**B.Sc. DEGREE EXAMINATION, NOVEMBER 2022**

**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. State the objectives of spreading
2. What is marker planning?
3. Define a seam
4. List the problems of stitch formation
5. What is the purpose of special presser foot
6. What is the purpose of using Interlining?
7. Define fusing
8. How does time affect quality of fusing?
9. What is pleating?
10. List the categories of pressing

**Part B**

(5 × 5 = 25)

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

All questions carry equal marks.

11. (a) Discuss about the requirements of marker planning.

Or

- (b) Describe a straight knife cutting machine.

12. (a) Discuss about the properties expected of a seam.

Or

- (b) Brief on the types of stitches.

13. (a) Write a note on buttonhole machine.

Or

- (b) Write a note on.

(i) Eyelets and laces

(ii) Seambinding and tape.

14. (a) What are the alternatives to fusible lining?

Or

- (b) Explain any one fusing equipment.

15. (a) What is the purpose of pressing?

Or

- (b) Discuss about the means of pressing

**Part C**

(3 × 10 = 30)

Answer any **three** questions. All questions carry equal marks.

16. Elaborate on the requirements of spreading process.
  17. Explain in detail the feed mechanism of sewing machine.
  18. Discuss about the performance properties of components and trims.
  19. Explain the fusing process.
  20. Explain steam press and steam tunnel.
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**F-8168**

**Sub. Code**

**7BFC1E2**

**B.Sc. DEGREE EXAMINATION, NOVEMBER 2022**

**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. Describe the term forecasting.
3. Write a short note on psychological needs of fashion.
4. Outline about personality and dress.
5. How does colour influence fashion changes.
6. Write about trickle down theory.
7. Write about minimalist designers.
8. Name any two current top designers of India.
9. Write about fashion shows in Germany.
10. Write about haute couture.

**Part B**

(5 × 5 = 25)

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

11. (a) Define

(i) FAD

(ii) Classic

(iii) Mannequin

Or

(b) Write brief note on fashion.

12. (a) Discuss about repetition of fashion.

Or

(b) Write about the factors influencing in fashion changes.

13. (a) Explain about fashion innovators.

Or

(b) How does websites influenced in setting up of trends.

14. (a) Explain the role of Rohit Bal in fashion industry.

Or

(b) Explain the role of sangeeth chopra in fashion industry.

15. (a) Discuss about Italy fashion centre.

Or

(b) Explain world fashion centre - France.



**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Explain in detail about fashion show.
  17. Discuss about the role of costume as a status symbol.
  18. Write in detail about the theories of fashion.
  19. Write a note about
    - (a) J.J. Valaya
    - (b) Ritu Beri
    - (c) Tarun Tahiliani
  20. Describe about New York fashion center.
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**F-8169**

**Sub. Code**

**7BFC2E1**

**B.Sc. DEGREE EXAMINATION, NOVEMBER 2022**

**Fifth Semester**

**Fashion Technology and Costume Designing**

**Elective: VISUAL MERCHANDISING**

**(CBCS – 2017 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define the term visual merchandising.
2. List the role of visual merchandising.
3. Illustrate straight floor plan
4. Give the advantages of fixtures.
5. What is Race track plan.
6. What is free flow plan.
7. What is merchandising presentation?
8. Mention the various elements of display.
9. What is promotional display?
10. Write a note on lighting.

**Part B**

(5 × 5 = 25)

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

11. (a) Write short notes on elements of visual merchandising.

Or

- (b) Discuss the history of visual merchandising.

12. (a) Write short notes on types of fixtures.

Or

- (b) Discuss about factors responsible for store planning.

13. (a) Mention the rules to be followed in circulation plan and Explain it.

Or

- (b) What is the essence of having circulation plan in store design?

14. (a) Write short notes on categories in merchandising presentation.

Or

- (b) Discuss about dominance factor in merchandising presentation.

15. (a) Write short notes on types of mannequins.

Or

- (b) Explain quality and process in visual merchandising.

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Elaborate on types of visual merchandising.
  17. Write a detailed note on store planning.
  18. Give an account on types of circulation plan.
  19. Enumerate on store exterior and interior
  20. Discuss about window display in detail.
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**F-8170**

**Sub. Code**

**7BFC2E2**

**B.Sc. DEGREE EXAMINATION, NOVEMBER 2022.**

**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 Fashion Marketing.
2. What is Micro Marketing?
3. Name the types of merchandisers in apparel industry.
4. What are the kinds of Merchandising?
5. What is meant by Interior display?
6. Define Facade.
7. What does dominance means?
8. What is Fixturing?
9. Define Export.
10. What are trade barriers?

**Part B**

(5 × 5 = 25)

Answer **all** questions

11. (a) Write a note on Macro Marketing.

Or

(b) Describe about Environment trends in marketing.

12. (a) Write about the evolution of merchandising in apparel industry.

Or

(b) Compare National brands with Private Labels.

13. (a) Discuss the importance of window display.

Or

(b) Write a detailed note on elements of display.

14. (a) Write a note on principles of merchandise presentation.

Or

(b) Discuss about the concept of merchandise presentation.

15. (a) Explain about the important features of export marketing.

Or

(b) Discuss about the advantages of Export marketing.

**Part C**

(3 × 10 = 30)

Answer any **three** out of Five

All questions carry equal marks.

16. Give a detailed account on Apparel market and segments.
  17. Write a detailed note on Role of merchandiser.
  18. Discuss about the Types of lighting available for stores.
  19. Explain in detail about Dominance factors in Merchandising Presentation.
  20. Give a detailed note on Present problems faced by Indian exporters.
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