

F-0380

Sub. Code

7BFC5C1

B.Sc. DEGREE EXAMINATION, NOVEMBER 2023

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. For what sort of lines and lays is round knife suitable?
2. List the objectives of cutting.
3. What is the purpose of a pressure foot?
4. List the various types of thread packages.
5. What is wadding?
6. What are hem folders?
7. What are the means of fusing?
8. How does pressure influence quality of fusing?
9. What is permanent press?
10. What is the main purpose of pressing?

Part B

(5 × 5 = 25)

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

11. (a) How will you describe the efficiency of a marker plan?

Or

- (b) Discuss about spreading of fabric to form a lay.

12. (a) Explain the parts and functions of sewing machine needle.

Or

- (b) Describe about the finishes given to a sewing thread.

13. (a) Explain the following

(i) Hooks and loop fastening

(ii) Shoulder pad

Or

- (b) Write about bar tacking and label sewers.

14. (a) Discuss the advantages of using fusible interlinings.

Or

- (b) Explain the methods of fusing.

15. (a) Write about the categories of pressing.

Or

- (b) Write a note on pleating.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Describe the methods of spreading in detail.
 17. Explain with suitable illustration the types of seams.
 18. Brief on the various work aids used with a sewing machine.
 19. Describe the equipments used for fusing.
 20. Explain steam air finisher and press clading.
-

F-0382

Sub. Code

7BFC1E2

B.Sc. DEGREE EXAMINATION, NOVEMBER 2023

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. What is Classic?
2. Write about Trend.
3. Give short note on repetition of fashion.
4. List the technological advancements in fashion changes.
5. Explain – Fashion followers.
6. Write a note on colour services.
7. Why France is called as World Fashion Centre?
8. Name few Indian Fashion Designers.
9. Write the designs of Ritu Beri.
10. Write the role of Italy in Fashion World.

Part B

(5 × 5 = 25)

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

11. (a) Write a note on Fashion Forecasting.

Or

(b) What is meant by

(i) STYLE

(ii) COLLECTION

(iii) HAGE COUTURE

12. (a) Write about the seasonal influence on fashion changes.

Or

(b) Explain “Role of Costume as a status symbol”.

13. (a) Describe about Adoption of V-theories.

Or

(b) Explain about role of Media’s in fashion changes.

14. (a) Write in detail about the collections of Gitanjali Kashyap.

Or

(b) Explain the role of Bhamini Subramaniam in fashion industry.

15. (a) Discuss about New York fashion centre.

Or

(b) Write a note on fashion week’s celebrated in India.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Explain in detail about the terms related to the Fashion Industry.
 17. Discuss about the factors influencing Fashion changes.
 18. Write in detail about Market research.
 19. Write in brief note on the following designers.
 - (a) Rohit Bal
 - (b) Anju Modi
 - (c) Ravi Bajaj
 20. Describe in detail about World Wide Fashion centers.
-

F-0383

Sub. Code

7BFC2E1

B.Sc. DEGREE EXAMINATION, NOVEMBER 2023

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. Give the objectives of Visual Merchandising.
2. Write the importance of Visual Merchandising.
3. List any four themes for store planning.
4. What is floor planning?
5. What is circular plan?
6. List the advantages of Free Flow Layout.
7. What are the points to be consider in merchandising display?
8. List the elements of display.
9. What are the needs of window display?
10. Write a note on Mannequins.

Part B

(5 × 5 = 25)

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

11. (a) Explain the history of Visual Merchandising.

Or

- (b) Describe role of Visual Merchandising.

12. (a) Discuss the importance of fixtures.

Or

- (b) Explain types of fixtures.

13. (a) Write short notes on Race track.

Or

- (b) Give the pros and cons of Grid.

14. (a) Explain categories in merchandise presentation.

Or

- (b) Discuss dominance factor in merchandise presentation.

15. (a) Write short notes on Lighting.

Or

- (b) Describe Merchandising tools.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Write a detailed note on understanding retail in India.
 17. What is Floor planning and explain it in detail?
 18. Give an account on types of circular plan.
 19. Elaborate on store interiors and exteriors.
 20. Explain Promotional display Vs Institutional display.
-

F-0384

Sub. Code

7BFC2E2

B.Sc. DEGREE EXAMINATION, NOVEMBER 2023

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. What is Marketing?
2. Define Macro Marketing?
3. Define Business Function
4. What are National brands?
5. What is mean by Budgeting?
6. Define Functions of a Display
7. What is Cross Merchandising?
8. What is mean by Found-Space Displays?
9. What is globalization?
10. Define Export marketing.

Part B

(5 × 5 = 25)

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

11. (a) Write a note on apparel market and its segments.

Or

- (b) Describe about Micro Marketing.

12. (a) Write about the role of Merchandiser.

Or

- (b) Write a note on Private labels.

13. (a) What are the types of Displays?

Or

- (b) Write a detailed note on selection of models for Fashion show.

14. (a) Write a note on methods of Merchandising Presentation.

Or

- (b) Discuss about the Categories in Merchandise Presentation.

15. (a) What are the importance of Export marketing?

Or

- (b) Write a note on Globalization.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Give a detailed account on Fashion Marketing.
17. Write a detailed note on Fashion marketing process.
18. Discuss about the Elements of display.
19. Explain in detail about Principles of Merchandising Presentation.
20. Write a detailed note on Domestic Marketing and Export Marketing.
