B.Sc. DEGREE EXAMINATION, NOVEMBER 2021

First Semester

Fashion and Apparel Merchandising

CONCEPT OF FASHION DESIGNING

(2019 onwards)

Duration : 3 Hours　　　　　　　Maximum : 75 Marks

Part A　　　　　　(10 × 2 = 20)

Answer **all** questions.

1. Define the term fashion.

2. What do you mean by Pret-a-porter?

3. What is Harmony in garment design?

4. Differentiate symmetric and asymmetric design.

5. What are the secondary colours?

6. What is called intensity in colour?

7. Name any two international designers.

8. Name any two national designers.

9. Name any two sports wear brands.

10. Name any two international fashion centres.

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

11. (a) Explain trickle up and trickle down theory.

Or

(b) Write a note on fashion show.

12. (a) Explain the elements of design.

Or

(b) Write a notes on structural and decorative design.

13. (a) Explain the munsell colour system.

Or

(b) Explain standard colour harmonies.

14. (a) Explain the role of designer in fashion.

Or

(b) Discuss on fashion life cycle.

15. (a) Discuss on popular Indian apparel brands.

Or

(b) Explain the cosmetics and accessories in Apparel.

Part C (3 × 10 = 30)

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

16. (a) Explain the forecasting techniques.

Or

(b) Explain the principles of design.

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17. (a) Discuss the colour theory.

Or

(b) Describe on international fashion centres.

18. (a) Elaborate on fashion life cycle.

Or

(b) Explain the application of principle of design in dress.

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3   **C–5088**

C–5089	Sub. Code
	81614

B.Sc. DEGREE EXAMINATION, NOVEMBER 2021

First Semester

Fashion and Apparel Merchandising

TEXTILE SCIENCE

(2019 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A $(10 \times 2 = 20)$

Answer **all** questions.

1.   Name any two seed fibres.

2.   Name any two Mineral fibres.

3.   What is called felting in wool fibre process?

4.   State the end uses of silk.

5.   State the properties of Acrylic fibre.

6.   Name the chemicals used for polyester production.

7.   What is combing process?

8.   Differentiate mixing and Blending.

9.   What is Twist?

10.   Define count.

Part B (5 × 5 = 25)

Brief answer with either (or) type.

11. (a) Explain the properties of cotton fibre.

Or

(b) Classify the textile fibres.

12. (a) Explain wool fibre production.

Or

(b) State the process of degumming of silk.

13. (a) Explain the properties of viscose rayon.

Or

(b) Explain the properties of Nylon fibre.

14. (a) Draw a flow chart of spinning process.

Or

(b) Explain the opening and cleaning.

15. (a) Elaborate on yarn count system.

Or

(b) Brief on yarn twist.

Part C (3 × 10 = 30)

Essay type question of either (or) type

16. (a) Explain the cultivation and Harvesting of cotton fibre.

Or

(b) Explain the silk fibre life cycle.

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17. (a) Explain the process of any one Blow room opening machine.

Or

(b) Explain the Characteristics and Application of Bamboo fibre.

18. (a) Explain the working process of Blow room.

Or

(b) Explain the Characteristics and end uses of Jute fibre.

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3   **C–5089**

C–4759	Sub. Code
	16/17/23/25/ 26/27/29

B.Sc. / B.A. DEGREE EXAMINATION, NOVEMBER 2021.

First / Second Semester

ENVIRONMENTAL STUDIES

(Common for all UG Degree Courses)

(2019 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **ALL** questions.

1. BSI

2. BVIEER

3. What is nonrenewable energy?

4. Deforestation

5. Food chain of Grassland ecosystem

6. Genetic diversity

7. *In situ* conservation

8. Red Data book

9. List out nuclear pollutants

10. What is Soot?

Part B (5 × 5 = 25)

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

11. (a) What is the need for public awareness about environmental studies?

Or

(b) Write notes on scope and importance of environmental studies.

12. (a) Comment on role of individuals in conservation of natural resources.

Or

(b) Justify "Equitable use of resources for sustainable lifestyle".

13. (a) Write notes on forest resources and causes of their over exploitation.

Or

(b) How the modem agricultural practices causing changes on food resources in spite of world food problem.

14. (a) Write notes on ecological pyramids.

Or

(b) Illustrate the bio-geographical classification of India.

15. (a) Write notes on noise pollution.

Or

(b) Write notes on thermal pollution.

2 | **C–4759**

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

16. (a) Write an essay on the multidisciplinary nature of Environmental Studies.

Or

(b) Write an essay on the following resources with special emphasis to how they are overexploited / utilized which in turn damage the environment.
    (i)   Water Resources
    (ii)   Land Resources and
    (iii) Mineral Resources

17. (a) Write an essay on "India is a mega-diversity nation".

Or

(b) Write an essay on Biodiversity and their values.

18. (a) Write an essay on causes, effects and control measures of
    (i)   Soil Pollution and
    (ii) Marine Pollution.

Or

(b) Write an essay on concept, structure and function of ecosystem.

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C–5094		Sub. Code
		81651

B.Sc. DEGREE EXAMINATION, NOVEMBER 2021

Fifth Semester

Fashion and Apparel Merchandising

GARMENT COSTING

(2019 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** the questions.

1. Define estimation.

2. Define overhead.

3. Give example for direct labour cost.

4. What do you mean by full cost pricing?

5. List the types of accessories.

6. Define GSM.

7. Name any two value added process.

8. What do you mean by incoterms?

9. Define prime cost.

10. Define total cost.

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

11. (a) Discuss the components of cost.

Or

(b) Write the objectives of estimation.

12. (a) How can you estimate the cost of product?

Or

(b) Elaborate the types of overheads.

13. (a) Estimate finishing cost.

Or

(b) Estimate yarn cost.

14. (a) Explain the types of labour cost.

Or

(b) Elaborate shipping cost.

15. (a) Estimate factory cost for any one type of garment.

Or

(b) Explain garment costing sheet.

Part C (3 × 10 = 30)

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

16. (a) Explain elements of cost with suitable example.

Or

(b) Explain the types of pricing method.

2 | **C–5094**

17. (a) Elaborate on CMT Cost.

Or

(b) Explain the relationship of incoterms with costing.

18. (a) Prepare a cost sheet for basic round neck T-shirt with suitable data.

Or

(b) Explain the factors to be considered in costing of international products.

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3 **C–5094**

C–5095	Sub. Code
	81652

B.Sc. DEGREE EXAMINATION, NOVEMBER 2021

Fifth Semester

Fashion and Apparel Merchandising

FASHION MERCHANDISING AND MARKETING

(2019 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** the questions.

1. Define merchandising.

2. What do you mean by brand image?

3. Write short notes on fashion retailing.

4. What are the scope of fashion retailing?

5. What is JIT?

6. What do you mean by TNA?

7. What are four P's?

8. What is market weeks?

9. Define loyalty.

10. Write the importance of customer relationship management.

Part B (5 × 5 = 25)

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

11. (a) Explain brand expansion.

Or

(b) Elaborate the concepts of merchandising.

12. (a) Elaborate the history of fashion retailing.

Or

(b) Discuss on retail channel distribution.

13. (a) Write the importance of market survey.

Or

(b) Explain retail marketing management.

14. (a) Elaborate the concept of apparel product line.

Or

(b) Explain quick response system.

15. (a) How to measure customer relationship management?

Or

(b) How to measure customer satisfaction?

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Part C (3 × 10 = 30)

Answer **all** the questions either (a) or (b).

16. (a) Explain types of merchandising with suitable example.

Or

(b) Explain the types of fashion retailing.

17. (a) Explain the functions of retail merchandising.

Or

(b) Elaborate the fashion promotion activities.

18. (a) Discuss on customer relation and complaint management.

Or

(b) Elaborate the concept of brand building.

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3 $\boxed{\textbf{C–5095}}$

C–5097	Sub. Code
	81653B

B.Sc. DEGREE EXAMINATION, NOVEMBER 2021.

Fifth Semester

Fashion and Apparel Merchandising

RETAIL MANAGEMENT

(2019 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** the questions.

1.   Define Retailing.

2.   Name any two apparel retail brand.

3.   List any two factors influencing consumer decision.

4.   What is market research?

5.   What do you mean by market segment?

6.   Define value chain.

7.   List any two factors influencing location decision.

8.   Tell the importance of location decision.

9.   Define Retail Management.

10.   Define Merchandise mix.

Part B   (5 × 5 = 25)

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

11. (a) Explain the concept of retailing.

                         Or

     (b) Discuss on changing trends in retailing.

12. (a) Elaborate on customer decision making process.

                         Or

     (b) Explain types of decision making.

13. (a) Discuss on retail market segmentation.

                         Or

     (b) Explain growth strategies.

14. (a) Elaborate the types of retail locations.

                         Or

     (b) Explain the steps in choosing a retail location.

15. (a) Explain professionalization of management in India.

                         Or

     (b) Explain the functions of retail management.

Part C   (3 × 10 = 30)

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

16. (a) Explain various formats and types of retail.

                         Or

     (b) Elaborate retailing channels.

                         2   **C–5097**

17. (a) Discuss on retail consumer behaviour.

Or

(b) Discuss on measurement of success of location.

18. (a) Discuss on market research for understanding retail consumer behaviour.

Or

(b) Elaborate the factors determining the retail location decision.

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3 **C–5097**