

**C-0125**

**Sub. Code**

**81122/81222/  
81822/81922**

**B.Des. (ID)/B.Des. DEGREE EXAMINATION,  
NOVEMBER 2023**

**Second Semester**

**Communication Design**

**ENGLISH COMMUNICATION – II**

**(Common for B.Des. (CD)/B.Des (Indus.D)/B. Des (FD)/  
B.Des (ID))**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is meant by intensive reading?
2. Which of the following is the suffix of 'Polite'?  
(a) ly (b) ness
3. What is nonverbal communication?
4. How do you start a formal letter?
5. What is intonation?
6. Where is the primary stress in the word 'accuracy'?
7. What are the three types of numeral adjectives?
8. Define indefinite numeral adjective?
9. What is creativity?
10. What is decision making?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Write a note of word formation using prefixes.

Or

- (b) Write a note on simple passive form.

12. (a) Bring out the features of skimming.

Or

- (b) Write note on critical reading.

13. (a) Write a on Intonation.

Or

- (b) Bring out the importance of writing report.

14. (a) Write note on formal letter writing.

Or

- (b) Write any five sentence using past continuous tense.

15. (a) Write the etiquettes of a member in group discussion.

Or

- (b) Write note on brainstorming.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Prepare an advertisement chart on the following product.

Name: XXX Bluetooth (20% offer) Offer only two months.

Or

- (b) Write a letter of application to a retailer of domestic appliances for the post of a store manager.

17. (a) Write short note on the following:

- (i) guided note-making
- (ii) guided note-taking.

Or

- (b) Prepare a resume of your own to attend an interview.

18. (a) Explain the important rules for writing a resume or CV.

Or

- (b) Write an essay on identifying problems, their cause and finding solutions to the problem.

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**C-0127**

**Sub. Code**

**81132**

**B.Des. DEGREE EXAMINATION, NOVEMBER 2023.**

**Third Semester**

**Fashion Design**

**INDIAN ART APPRECIATION**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is decorated Stupas?
2. Name some of the famous cave paintings.
3. Write any two points about Chauri Bearer from Didar Ganj.
4. Who was Mara Vijay?
5. What is Gadag architecture?
6. Who made the Lion Capital of Sarnath?
7. Recall about Vimla-Shah Temples sculpture
8. What is a marathal architecture?
9. Write shortly on Qutb Shahi Tombs.
10. Who destroyed Qutub Minar?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Briefly discuss the seated Buddha from Katra Tila Mathura.

Or

- (b) Write about Terracottas and sculptures.

12. (a) Give a spotlight to cymbalist Sun Temple.

Or

- (b) Summarize the themes of Ajanta paintings.

13. (a) Explain briefly the architecture of standalone temples.

Or

- (b) Describe the architecture of ancient Hindu temples.

14. (a) Briefly describe European colonial architecture.

Or

- (b) Explain the unique aspects of the Vimla-Shah temple.

15. (a) Describe the features of Qutab Minar.

Or

- (b) Write about Qutb shahi tombs.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Describe Rajput architecture with suitable examples.

Or

- (b) Describe the Indian classical period's architecture in detail.

17. (a) Extend on Nataraj Bronze from Thanjavur district

Or

- (b) List some of India's most famous ancient bronzes. Discuss in detail.

18. (a) Explain the following :

(i) Padmapani Bodhisattva

(ii) Temples of Khajuraho.

Or

- (b) Create an essay about ancient Indian temple sculptures.
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**C-0128**

**Sub. Code**

**81142**

**B.Des. DEGREE EXAMINATION, NOVEMBER 2023.**

**Fourth Semester**

**Fashion Design**

**HISTORY OF COSTUMES**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is Indian art and craft?
2. What is Chola period style?
3. What is Vedic period costume?
4. Define Mughal costume.
5. Define traditional costume.
6. Define British costume.
7. Give the costume of Odisha.
8. What is Art performing?
9. Define Baroque.
10. What is Modern costume?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Write about the jewellery styles of Pallava period.

Or

- (b) Explain the south India Jewellery symbolic representation.

12. (a) Write on Post Vedic period costume.

Or

- (b) Discuss the Fashionable costumes.

13. (a) Elaborate history of Karnataka costume.

Or

- (b) Describe the Andhra Pradesh state costume.

14. (a) Discuss the Punjab costume in detail.

Or

- (b) Explain the Gujarat costume.

15. (a) Discuss the 19<sup>th</sup> century costume.

Or

- (b) Describe the western costume.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the origin and development of Indian jewellery.

Or

- (b) Explain the history of costume in detail.



17. (a) Explain the Pre and Post-Independence era costume.

Or

(b) Explain the traditional costume of Kerala.

18. (a) Explain the Ancient style and Rome style costume.

Or

(b) Explain the elements of Modern costume.

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**C-0129**

**Sub. Code**

**81143**

**B.Des. DEGREE EXAMINATION, NOVEMBER 2023.**

**Fourth Semester**

**Fashion Design**

**APPAREL MANUFACTURING PROCESS**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Mention the important production control parameters in a garment industry.
2. What do you mean by Specification Sheet?
3. What do you mean Garment Breakdown?
4. What are the different sewing machines used to construct Formal shirt?
5. Define layout planning in cutting room.
6. What is the use of production grid chart?
7. What are the different Production Systems followed by the garment industry?
8. What are the Factors that influence the selection of production Systems?
9. Define quality control.
10. What do you mean by short shipment?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) What are the factors to be considered in analysing the specification sheet?

Or

- (b) Differentiate between working and production pattern.

12. (a) Chart out the production sequence of apparel production.

Or

- (b) Articulate the importance of production flow chart.

13. (a) Elaborate on cutting production control chart.

Or

- (b) Write note on mass customization.

14. (a) Define line balancing. Give examples.

Or

- (b) Elaborate on apparel production systems.

15. (a) Explain quality control in printing.

Or

- (b) Explain quality control in embroidery.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the various types of samples prepared for the approval of an order.

Or

- (b) Prepare a specification sheet for men's formal trouser.

17. (a) Discuss the factors to be considered while handling one-way and striped fabric while laying, marking, cutting and sewing.

Or

- (b) Discuss the factors to be considered in selecting the stitches, needle and seam for manufacturing a garment and explain the interrelationship between them.

18. (a) Explain how final inspection is carried out in apparel manufacturing process.

Or

- (b) Discuss the various quality control measures to be taken in spreading and cutting department of an apparel manufacturing firm.

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**C-0130**

**Sub. Code**

**81151**

**B.Des. DEGREE EXAMINATION, NOVEMBER 2023.**

**Fifth Semester**

**Fashion Design**

**APPAREL MERCHANDISING**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define sourcing process.
2. Mention different types of buyers.
3. Define mute card.
4. Mention different types of samples.
5. Mention types of approvals in apparel business.
6. What is the purpose of inspection?
7. Mention the contents of a packing slip.
8. What do you mean by assortment?
9. Define advertisement.
10. List out various export associations.

**Part B**

(5 × 5 = 25)

Answer **all** questions,

11. (a) Differentiate export merchandising and retail merchandising.

Or

- (b) Elaborate on types of merchandiser in apparel industry.

12. (a) Pen down in detail about buyer sourcing and communication.

Or

- (b) Explain about order confirmation and order review.

13. (a) Pen down in detail about effective expedition procedures.

Or

- (b) Discuss in detail about pilot run and its importance.

14. (a) Give the importance elements of packing list and its contents.

Or

- (b) Discuss in detail about factory audits.

15. (a) Write in detail about various journals and magazines related to apparel and textiles.

Or

- (b) Discuss in detail about advantages of trade shows and fairs.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Discuss in detail about roles and responsibilities of a merchandiser.

Or

- (b) Explain in detail about the organisation structure of the apparel industry.

17. (a) Pen down in detail about various types of inspection procedures.

Or

- (b) Explain in detail about process flow in apparel firm.

18. (a) Discuss in detail about various types documents maintenance in apparel business.

Or

- (b) Explain in detail about various scopes and importance of advertising.

**C-0131**

**Sub. Code**

**81152**

**B.Des. DEGREE EXAMINATION, NOVEMBER 2023.**

**Fifth Semester**

**Fashion Design**

**FASHION PROMOTION AND MARKETING**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define brand pyramid.
2. Mention different types of marketing mix.
3. Define standardisation in marketing function.
4. Mention various types of product mix.
5. Define the term advertising.
6. Define free publicity in product promotion.
7. Define the term “point of purchase”.
8. Define market research.
9. Define the term “price”.
10. Mention the parameters influencing product pricing.



**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Elaborate on the importance of market research.

Or

- (b) Discuss in detail about various trends in marketing.

12. (a) Explain about importance and nature of fashion products.

Or

- (b) Discuss in detail about fashion and related cycles.

13. (a) Explain about advertising media used in apparel market.

Or

- (b) Infer about the advantages and limitations of advertising department.

14. (a) Discuss in detail about scope and process of marketing research.

Or

- (b) Explain the importance of communication in sales promotion.

15. (a) Discuss in detail various methods of setting prices.

Or

- (b) Elaborate on the functions and factors influencing pricing.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Discuss in detail about micro and macro marketing environment.

Or

- (b) Explain in detail about product life cycle in fashion business.

17. (a) Explain in detail about fashion advertising in apparel market.

Or

- (b) Discuss in detail about new product development in fashion industry.

18. (a) Pen down in detail about fashion sales programme for apparel marketing.

Or

- (b) Explain in detail about pricing policies and strategies for apparel products.

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