

**C-0148**

**Sub. Code**

**81632**

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

**Third Semester**

**Fashion and Apparel Merchandising**

**APPAREL MACHINERY**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is the purpose of overlock machine?
2. Give any functions of buttonhole making machine.
3. What is bobbin case?
4. What is the purpose of tension disc in sewing machine?
5. What is marker planning?
6. What are laser cutters?
7. What is fabric spreading?
8. What is ironing?
9. What is pressing?
10. What is trims?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Describe the blind stitching machines.

Or

- (b) Discuss the sewing faults with their causes and remedies.

12. (a) Describe the types of needles used in sewing.

Or

- (b) Explain the stitching auxiliaries.

13. (a) Explain the round knife cutting machines.

Or

- (b) Explain the die cutting machine.

14. (a) Describe the various types of markers.

Or

- (b) Explain about special types of pressing.

15. (a) Write a note on fusing.

Or

- (b) Explain about components of packing.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Discuss the working of overlock sewing machine.

Or

- (b) Describe the fabric inspection system.

17. (a) Discuss the functions of pressure foot and throat plate used in sewing.

Or

(b) Explain the various cutting methods in detail.

18. (a) Explain the pressing equipment in detail.

Or

(b) Discuss the packing methods in detail.

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**C-0149**

**Sub. Code**

**81633**

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

**Third Semester**

**Fashion and Apparel Merchandising**

**TEXTILE COLOURING AND FINISHES**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What are the objectives of desizing process?
2. Give purpose of degumming process.
3. What are the objectives of bleaching process?
4. What is the purpose of mercerization process?
5. What is water dissolved dyes?
6. Give the dyeing stages.
7. What is discharge style printing?
8. What is batik printing?
9. What is temporary finishing?
10. What is the purpose of stiffening agent?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Describe the sequence of chemical processing of silk goods.

Or

- (b) Discuss the various types of desizing process.

12. (a) Describe the types of bleaching methods.

Or

- (b) Explain about mercerization process.

13. (a) Explain the properties of reactive dye.

Or

- (b) Explain the working of jigger dyeing machine.

14. (a) Describe the digital printing.

Or

- (b) Explain about block printing.

15. (a) Write a note on calendaring process.

Or

- (b) Explain about flame retardant finish.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Discuss the working of gas singeing process.

Or

- (b) Describe the methods of scouring process.

17. (a) Discuss the mechanism of cotton with vat dye.

Or

(b) Explain the working of screen-printing process.

18. (a) Explain the various types of finishing process.

Or

(b) Discuss the water replent finishing in detail.

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**C-0150**

**Sub. Code**

**81651**

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

**Fifth Semester**

**Fashion and Apparel Merchandising**

**GARMENT COSTING**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is prime cost?
2. Define costing.
3. What is indirect cost?
4. What is administrative cost?
5. What is advertisement cost?
6. What is wages cost?
7. What is finishing cost?
8. What is value added cost?
9. What is packing cost?
10. What is inspection cost?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) List the aims of costing.

Or

(b) List out the drawback of estimation.

12. (a) Explain the about cost structure of a product.

Or

(b) List the different types of expenses towards manufacturing a product.

13. (a) Explain the method of calculating printing cost.

Or

(b) Describe the method of calculating stitching cost.

14. (a) Explain about INCO terms.

Or

(b) Explain about accessories cost for a garment.

15. (a) Brief about estimation of factory cost for vest.

Or

(b) List out various factors to be considered in costing for domestic products.



**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain in detail elements of cost with suitable examples.

Or

- (b) Explain the pricing method adopted for fabric.
17. (a) A processing mill received an order from the garment manufacturer to dye a knitted fabric of 700 kg. The average daily production of the company is 400 kgs. The material and the prices used in the process are listed below in Table. Calculate the dyeing cost per kg with 15% profit, if the company works one shift per day. The total overhead incurred for a month is Rs. 1.5 lakhs including the cost of other staff salary, electricity bill, plant rent and other expenses. Number of days/month = 30 days.

Raw materials used and their prices

S. No.	Items used	Quantity used	Price in Rs.
1	Reactive dye	4 kg	350 / kg
2	Reactive dye B	8 kg	300 / kg
3	Chemical XYZ	10 kg	75 / kg
4	Chemical ABC	17 kg	120 / kg
5	Machine operators used	5	375 / shift
6	Machine helpers used	3	250 / shift

Or

- (b) A screen-printing industry received an order with 25,000 T-shirts, to print a photo print on T-shirt chest area with six different colours. The colour details are red, blue, grey, white, yellow and green (Table). For the designing purpose, the company spends Rs. 3.00 per square inch, the cost of making of a single frame is Rs. 350, the exposing charges per square inch is Rs. 1.00 and curing charges, Rs. 0.25 / garment. The dye quantity consumed colour wise and their price details are in Table. Calculate the cost of the print / garment with 10% profit, if the company works with 6 labours with a wage of Rs. 350 per shift and 2500 garments as their average production per shift. The other overhead charges are, electricity charges kg. 25,000 / month, transport charges Rs. 3000 / month, steam Rs. 50,000/ month and other expenses Rs. 75,000 / month. Assume company works 28 days in a month. The design size is 17" × 13" and the frame size is 24" × 37". Company work one shift /day.

Raw materials used and their prices

S. No.	Particulars	Consumed quantity in kg	Price / kg
1	Red colour	12.5	140
2	Blue colour	15	140
3	Grey colour	17.5	120
4	White colour	250	125
5	Yellow colour	12.5	120
6	Green colour	15	120
7	Binder	25	160
8	Fixing agent	6.25	140

18. (a) An apparel manufacturing firm works with 12 single needle operators, 18 over lock machine operators and 8 flat lock machine operators to complete an order quantity of 10,000 garments with the average production of 1667 garments per shift. The wages of the operator were Rs. 250.00, Rs. 200.00 and Rs. 150.00 per shift, respectively for flat lock, single needle and over lock machine. The factory uses 8 helpers for this line alone with the wage of Rs. 120.00 per shift. Other than this during sewing, for construction, each garment consumes 70 metres of sewing thread, 1.5 metre of twill tape and 7 buttons. The cost of the sewing thread is Rs. 75 per cone, cost of the twill tape is Rs. 5.00 per metre and cost of the button is Rs. 100/ gross. The other overheads incurred are Rs. 25,000 / month for salary of other staff, Rs. 20,000 / month for building rent and Rs. 1,50,000 for other expenses. Calculate the sewing cost of the factory with 15% profit, if the company works one shift per day. (sewing thread one package of cone contains 5000 mts. Overhead cost is 120% of direct labour cost.

Or

- (b) A company received an order with 12,500 garments of basic ladies top. Each garment consists of four components namely front, back, sleeve and collar. If the company works two shifts per day, calculate the total cost of a single garment. The department wise details are provided in Table

Department	Pdn / shift	No. of labours	Wage / shift	Materials used	Cost in INR
Cutting	1562	Cutter – 4	250	52 pcs / bundle 1 tag,	1 tag – 0.8
		Helper – 2	200	each components – 1 sticker	50 sticker – 5
Sewing	1041	SNLS – 6	300	Sewing thread – 55 m	75 / cone
		OL – 6	250	/ garment Care label –	0.15 / label
		FL – 4	350	1 / garment	
Trim and check	2082	Trim – 4	250	The department are checks averagely 300 garments / shift and he works one shift per day	
		Check – 6	350		
		Recheck person – 1	200		
Packing	2082	8	350	Each gmt – 1 hanger 1 box – 25 garment Each box – 1.5 metre of strap used	1 hanger – 4 1 box – 45 Strap – 5 / metre
Shipping	Size of cartoon box – 90 cm × 90 cm × 30 cm				Freight charge – Rs. 20,000 / 20 feet container; Transport – Rs. 10,000; ICD charge – Rs. 6,000; Commission – Rs. 2,000
Over head	Power – 15,000 / 26 days ; Rent – 25,000 / 26 days ; Other expenses – 18,000 / 26 days				
Profit %	15%				

**C-0151**

**Sub. Code**

**81652**

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

**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** questions.

1. Enlist various types of samples in fashion marketing.
2. What do you mean by brand expansion?
3. Give the scope of fashion retailing.
4. Mention various types of fashion retailing.
5. Pen down the functions of a retail merchandiser.
6. Define product line in an apparel industry.
7. Define marketing process.
8. Mention various types of fashion promotion strategies.
9. Define customer satisfaction in fashion marketing.
10. Mention five point scale for measuring customer response.

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain about various types of merchandising in apparel industry.

Or

- (b) Discuss about brand expansion and global trends in apparel business.

12. (a) Brief about the scope of fashion retailing.

Or

- (b) Explain about domestic and international fashion retailing.

13. (a) Discuss in detail about the importance of Just-in-Time in apparel industry.

Or

- (b) Explain in detail about the concepts of apparel product line.

14. (a) Enumerate the importance of 4 P's in apparel market.

Or

- (b) Explain about trade shows, market weeks and exhibitions in fashion trade.

15. (a) Discuss about customer relationship management

Or

- (b) Explain in detail about measurement of customer relationship.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Elaborate on various types of merchandising in apparel industry.

Or

- (b) Explain in detail about various types of fashion retailing process.
17. (a) Explain in detail about apparel product line, planning, directing, coordinating and controlling in apparel business.

Or

- (b) Discuss in detail about roles and responsibilities of fashion merchandiser.
18. (a) Elaborate on trend analysis and market forecast analysis in fashion business.

Or

- (b) Discuss in detail about various types of fashion promotion strategies in fashion business.
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**C-0152**

**Sub. Code**

**81653A**

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

**Fifth Semester**

**Fashion and Apparel Merchandising**

**VISUAL MERCHANDISING**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is visual merchandising?
2. Brief on the importance of visual merchandising.
3. Classify the display.
4. What is Promotion?
5. What are the types of layouts?
6. List the general rules of a customer.
7. What is the importance of store design?
8. List the rules of display planning.
9. List the scope of advertising.
10. What is trade show?



**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Compare promotion and institutional display.

Or

- (b) Briefly explain about lighting.

12. (a) Summarize about purpose of visual merchandising.

Or

- (b) Describe shortly on store image.

13. (a) Outline on Grid layout.

Or

- (b) Give short notes on combined layout.

14. (a) Summarize about rules of display planning.

Or

- (b) Give brief notes on exterior of a store.

15. (a) Outline on personalizing.

Or

- (b) Describe briefly on retail management.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Elaborate on Export associations in India.

Or

- (b) Discuss on interior of store.

17. (a) Demonstrate the Management of customer navigation in a store.

Or

(b) Justify that influence of humour to draw attention of customer through display setting.

18. (a) Explain about seasonal visual merchandise.

Or

(b) Discuss on Window displays.

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**C-0153**

**Sub. Code**

**81653(B)**

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

**Fifth Semester**

**Fashion and Apparel Merchandising**

**RETAIL MANAGEMENT**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is retailing?
2. List any four types of retail outlets.
3. Define market research.
4. What are the four types of consumer behavior?
5. Define retail market segmentation.
6. List out any four types of market in case of retail marketing
7. What are the different types of store layout?
8. What do you mean by retail location?
9. Define management.
10. What is team work in management?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) What are the 5 R's in retail merchandising?

Or

(b) What is Brick and click in retaining?

12. (a) Explain in retail consumer behaviour.

Or

(b) What affects consumer behaviour in retailing?  
Explain briefly.

13. (a) Explain the benefits of market segmentation.

Or

(b) Explain the elements of retail strategy?

14. (a) Explain the importance of retail location.

Or

(b) Discuss the measurement of success of location.

15. (a) Explain the levels of management.

Or

(b) Discuss "Management as profession".

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain in detail the retail formats and types.

Or

(b) Explain the retail industry in India.

17. (a) Explain market strategies for penetration of new markets.

Or

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

18. (a) Explain the changing trends in retailing.

Or

(b) Explain the evolution of management thoughts.

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**C-1224**

**Sub. Code**

**81613**

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

**First Semester**

**Fashion and Apparel Merchandising**

**CONCEPT OF FASHION DESIGNING**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** the questions.

1. What does “Haute Couture” refer to in the fashion industry?
  - (a) High street fashion
  - (b) Mass-produced clothing
  - (c) Custom-made, high-end fashion
  - (d) Vintage clothing
  
2. What does “prêt-à-porter” refer to in the fashion industry?
  - (a) Custom-made haute couture
  - (b) Mass-produced clothing
  - (c) Vintage fashion
  - (d) Sustainable fashion
  
3. Which element of design is concerned with the relationship between light and dark areas in a composition?
  - (a) Contrast
  - (b) Color
  - (c) Shape
  - (d) Form

4. Which principle of design focuses on creating a sense of unity and cohesion in a composition?
- (a) Proportion                      (b) Movement  
(c) Variety                          (d) Harmony
5. Which color system is known for organizing colors based on hue, value, and chroma, providing a three-dimensional representation of color'?
- (a) The RGB color model  
(b) The Prang color chart  
(c) The Munsell color system  
(d) The Pantone color system
6. Which color harmony involves using colors that are directly opposite each other on the color wheel?
- (a) Analogous                      (b) Complementary  
(c) Monochromatic                (d) Triadic
7. Which fashion accessory is specifically designed to protect the eyes from the sun's harmful rays and reduce glare?
- (a) Sunglasses                      (b) Brooch  
(c) Ankle boots                      (d) Gloves
8. Which factor is particularly important when choosing what to wear for a format event like a wedding or job interview?
- (a) Seasonal fashion trends  
(b) Comfort and practicality  
(c) Dress code or etiquette  
(d) Clothing brand popularity
9. In the fashion business, what does 'merchandising' primarily involve?
- (a) Designing clothing and accessories  
(b) Promoting sustainable fashion  
(c) Managing inventory and product placement in stores  
(d) Conducting fashion shows

10. In the fashion world, what is a key influence that can drive changes in fashion movements?
- (a) Diet and nutrition trends
  - (b) Celebrity endorsements
  - (c) Architectural innovations
  - (d) Sustainable fashion practices

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Distinguish between fashion and high fashion.

Or

- (b) What is forecasting? Mention the significance of forecasting.

12. (a) Write short note on structural design.

Or

- (b) Differentiate between radiation and gradation.

13. (a) Write a brief note on contrasting color harmony.

Or

- (b) List the applications of colors.

14. (a) What is trimming? Brief out.

Or

- (b) Highlight the connection between fashion ads season.

15. (a) Discuss the role of designers in fashion business.

Or

- (b) What is fashion related cycle? Brief out.



**Part C**

(5 × 8 = 40)

Answer **all** questions.

16. (a) Illustrate the importance of fashion show in fashion industry.

Or

- (b) Describe about fashion merchandising.

17. (a) Discuss about the elements of design.

Or

- (b) Write a detailed note on the application of trimming and decorations.

18. (a) Elaborate on Munsell color system.

Or

- (b) Explain the standard color harmonies.

19. (a) Discuss about the wardrobe planning for youth.

Or

- (b) Describe the factors influencing wardrobe selection.

20. (a) Highlight the scope of fashion business in primary level.

Or

- (b) Explain the factors influencing fashion movements.

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**C-1225**

**Sub. Code**

**81614**

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

**First Semester**

**Fashion and Apparel Merchandising**

**BASICS OF TEXTILE MANUFACTURING**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** the questions.

1. What category of fibers includes materials like acrylic, nylon, and spandex, which are chemically synthesized and not derived from natural sources?
  - (a) Natural fibers
  - (b) Semi-synthetic fibers
  - (c) Mineral fibers
  - (d) Synthetic fibers
  
2. What type of polymerization typically results in high molecular weight polymers and is commonly used in the production of plastics like polyethylene and polypropylene?
  - (a) Step-growth polymerization
  - (b) Radical polymerization
  - (c) Cationic polymerization
  - (d) Anionic polymerization

3. In the production of regenerated cellulosic fibers such as rayon or lyocell what is the primary chemical process used to dissolve the cellulose material?
  - (a) Alkaline treatment
  - (b) Combustion
  - (c) Etherification
  - (d) Hydrogenation
  
4. In which application are natural fibers such as sisal and coir commonly used due to their durability and resistance to saltwater?
  - (a) Food packaging
  - (b) Musical instrument strings
  - (c) Agriculture and gardening
  - (d) Fishing nets and ropes
  
5. Which step in the yarn manufacturing process involves aligning and smoothing fibers to create a continuous strand?
  - (a) Spinning
  - (b) Carding
  - (c) Dyeing
  - (d) Weaving
  
6. What type of yarn is made from a single continuous strand without any visible joins or splices?
  - (a) Novelty yarn
  - (b) Core-spun yarn
  - (c) Smooth yarn
  - (d) Single-ply yarn
  
7. In the weaving process, what are the two sets of yarn called that are interlaced to create woven fabric?
  - (a) Warps and wefts
  - (b) Bobbins and shuttles
  - (c) Threads and fibers
  - (d) Spindles and heddles
  
8. Which loom is characterized by its ability to create intricate patterns and designs, including textiles with complicated geometric shapes?
  - (a) Handloom
  - (b) Power loom
  - (c) Jacquard loom
  - (d) Air-jet loom

9. Which type of knitting needle is designed for working on small, cylindrical projects like socks and mittens and has points at both ends?
- (a) Straight needle
  - (b) Circular needle
  - (c) Double-pointed needle
  - (d) Interchangeable needle
10. In which type of knitting, such as the formation of socks and sweaters, are the yarns interlocked horizontally, with one continuous weft yarn used for each row?
- (a) Weft knitting      (b) Warp knitting
  - (c) Circular knitting   (d) Crochet knitting

**Part B**

(5 × 5 = 25)

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

11. (a) Outline the classification of fibers.

Or

- (b) What is meant by end uses of linen? Brief out.

12. (a) Discuss about the properties and uses of silk.

Or

- (b) Write the properties and uses of nylon.

13. (a) List the classifications of yarn spinning.

Or

- (b) Write short note on carding and combing.

14. (a) Write a brief note on Rapier loom.

Or

- (b) Distinguish between satin and sateen weave structure.

15. (a) Compare knitting and weaving.

Or

(b) List the applications of nonwoven fabrics.

**Part C** (5 × 8 = 40)

Answer **all** questions.

16. (a) Write a detailed note on natural fibers.

Or

(b) Explain the secondary characteristics of textile fibers.

17. (a) Describe the manufacturing process of sisal.

Or

(b) Elaborate on the manufacturing process of acrylic.

18. (a) Discuss about the chemical spinning of yarn manufacturing process.

Or

(b) What are simple yarns? Explain its classifications.

19. (a) Write about the essential weaving operation of woven fabric production process.

Or

(b) Outline the classifications of loom and its advantages.

20. (a) Explain the working process of single jersey machine.

Or

(b) Describe on the defects of knitted fabric and its remedies.