

C-5717

Sub. Code

81711

P.G. DIPLOMA EXAMINATION, APRIL 2025.

First Semester

Fashion Design and Apparel Merchandising

TEXTILE CLOTHING SCIENCE

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** the questions.

1. What are the primary and secondary characteristics of textile fibers?
 - (a) Primary : Manufacturing process,
Secondary : Classification
 - (b) Primary : Natural fibers,
Secondary : Man-made fibers
 - (c) Primary : Inherent properties,
Secondary : Classification
 - (d) Primary : Uses,
Secondary : Properties
2. Which man-made fiber is also known as “Viscose rayon”?
 - (a) Acrylic
 - (b) Polyester
 - (c) Nylon
 - (d) Viscose rayon
3. What is the first step in the ring spinning process?
 - (a) Roving
 - (b) Drawing
 - (c) Carding
 - (d) Combing

4. How is yarn count classified?
 - (a) Simple and complex
 - (b) Primary and secondary
 - (c) Yarn count and twist
 - (d) Fine and coarse
5. What is the basic weave structure that forms a pattern of diagonal lines on fabric?
 - (a) Plain weave
 - (b) Twill weave
 - (c) Satin weave
 - (d) Sateen weave
6. Which of the following is not a type of knitted structure mentioned in the content?
 - (a) rib
 - (b) purl
 - (c) interlock
 - (d) satin
7. Which of the following is a knitting machine commonly used for producing plain knitting fabrics?
 - (a) Rapier machine
 - (b) Projectile machine
 - (c) Single jersey machine
 - (d) Air jet machine
8. Identify the web bonding methods
 - (a) Air land
 - (b) Dry laid
 - (c) Spun lace
 - (d) Carding
9. What is the primary objective of the finishing process in textiles?
 - (a) Improving color fastness
 - (b) Enhancing durability
 - (c) Reducing cost
 - (d) Aesthetics
10. What is the primary purpose of color fastness testing?
 - (a) To assess the cost of dyeing
 - (b) To evaluate the aesthetics of textiles
 - (c) To measure the light fastness of dyes
 - (d) To determine the color durability of textiles

Part B

(5 × 5 = 25)

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

11. (a) Define the primary and secondary characteristics of textile fibers.

Or

- (b) Describe the properties and common uses of Viscose rayon.

12. (a) Discuss the carding process.

Or

- (b) Explain the passage of material through a drawframe machine.

13. (a) Classify the weaving machine in detail.

Or

- (b) Draw a design, draft and pegplan for 5-end satin weave.

14. (a) Compare warp and weft knitting machine.

Or

- (b) Classify the web forming and web bonding process.

15. (a) Discuss any one dyeing application method.

Or

- (b) Explain the direct styles of printing.

Part C

(5 × 8 = 40)

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

16. (a) Explain the classification of textile fibers, highlighting the differences between natural and man-made fibers.

Or

- (b) Compare and contrast man-made fibers such as nylon, polyester and acrylic in terms of their properties, and applications.
17. (a) Explain the working of ring spinning system in detail.

Or

- (b) Classify the fancy yarn and explain any two fancy yarns in detail.
18. (a) Explain in detail the various weaving motions involved in loom.

Or

- (b) Explain the weft insertion cycle of projectile loom.
19. (a) Discuss the working of any one weft knitting machine.

Or

- (b) Explain the tricot warp knitting machine.
20. (a) Explain the different methods of dye application and the classification of dyes.

Or

- (b) Explain the concept of finishing in textiles and its applications.

C-5718

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81712

P.G. DIPLOMA EXAMINATION, APRIL 2025.

First Semester

Fashion Design and Apparel Merchandising

FASHION FUNDAMENTALS

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** the questions.

1. _____ is the term for a low-cost imitation of a high-end fashion item.
(a) Haute Couture (b) Bridge
(c) Knock-off (d) A vant-Garde
2. _____ is a company that acts as an intermediary between clothing manufacturers and fashion retailers.
(a) Fashion Merchandiser
(b) Buying House
(c) Couturier
(d) Mannequin
3. If you want to create a dress with a visually balanced look, _____ design element should you focus on.
(a) line (b) color
(c) shape (d) texture

4. _____ principle of design involves the repetition of design elements to create a sense of unity of clothing.
- (a) radiation (b) harmony
(c) rhythm (d) gradation
5. _____ principle of design involves using a single color and its various shades and tints to create a cohesive look in a dress.
- (a) Emphasis (b) Harmony
(c) Rhythm (d) Proportion
6. _____ is color in the context of design.
- (a) A sensory experience created by the eye
(b) The absence of light
(c) The temperature of a material
(d) The texture of an object
7. The trimmings in clothing design are _____
- (a) primary fabrics used in garment for construction
(b) accessories worn with the outfit
(c) tools used in the sewing process
(d) decorative elements used to embellish the garment
8. When designing a dress for a casual outing, _____ is the key focus.
- (a) simple and comfortable style
(b) heavy and ornate fabrics
(c) elaborate and intricate designs
(d) high-fashion elements
9. When studying international designers, _____ is known for their famous, red-soled shoes and high-end women's footwear.
- (a) Karl Lagerfeld (b) Christian Louboutin
(c) Marc Jacobs (d) Stella McCartney

10. In the fashion cycle, _____ phase represents the adoption of a fashion trend by the mainstream market.
- (a) Peak Phase
 - (b) Rise Phase
 - (c) Introduction Phase
 - (d) Decline Phase

Part B

(5 × 5 = 25)

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

11. (a) Summarize the fashion classic.
- Or
- (b) Outline the importance of buying house.
12. (a) Write in detail about the decorative design in a dress.
- Or
- (b) Describe the harmony and proportion.
13. (a) Summarize the prang color chart.
- Or
- (b) Outline the contrasting colour harmony.
14. (a) Describe the different hats used in fashion industry.
- Or
- (b) Outline the fashion related to seasons.
15. (a) Discuss the roles of retailers in fashion industry.
- Or
- (b) Describe the international designers.

Part C

(5 × 8 = 40)

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

16. (a) Explain in detail about fashion show and forecasting.

Or

- (b) Elaborate on fashion merchandizing and its importance.

17. (a) Describe the selection and application of trimmings and decorations.

Or

- (b) Explain in detail about different rhythm in fashion designing.

18. (a) Discuss in detail about color theories.

Or

- (b) Elaborate on dimensions of colours.

19. (a) Briefly explain factors influencing wardrobe selection.

Or

- (b) Describe the designing dress for different occasions.

20. (a) Elaborate on roles of designers and retailers in fashion industry.

Or

- (b) Explain in detail about different levels of fashion business.

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81713

P.G. DIPLOMA EXAMINATION, APRIL 2025

First Semester

Fashion Design and Apparel Merchandising

APPAREL MACHINERY AND EQUIPMENT

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. What is the purpose of spreading fabric before cutting in the apparel industry?
 - (a) To check fabric quality
 - (b) To increase fabric width
 - (c) To reduce fabric length
 - (d) To facilitate efficient cutting
2. Which marking method is used to indicate the positioning of pattern pieces on the fabric during the cutting process?
 - (a) Drills
 - (b) Notches
 - (c) Random marks
 - (d) Darts
3. The round knife cutting machine is ideal for
 - (a) Curved and intricate cuts
 - (b) Heavy-duty materials
 - (c) Precision laser cutting
 - (d) Rotary screen printing

4. What type of cutting machine is known for its ability to cut intricate and precise shapes, often used in industries like automotive and packaging?
- (a) Cuffing Drills
 - (b) Laser Cutting machine
 - (c) Airjet Cuffing Machine
 - (d) Band Knife Cutting Machine
5. What is the primary purpose of the feed mechanism in a sewing machine?
- (a) Regulating the stitch length
 - (b) Controlling the presser foot
 - (c) Advancing the fabric during stitching
 - (d) Thread tension adjustment
6. When it comes to the elements and types of feed mechanisms, which type is commonly used in industrial sewing machines and provides precise control over stitch length and fabric feed?
- (a) Drop feed (b) Needle feed
 - (c) Differential feed (d) Manual feed
7. What attachment or presser foot can be used to sew a zipper?
- (a) Walking foot (b) Buttonhole foot
 - (c) Quilting foot (d) Zigzag foot
8. What is the main purpose of a blind stitching machine?
- (a) Creating invisible stitches
 - (b) Making decorative seams
 - (c) Sewing buttons
 - (d) Creating embroidery patterns

9. Which packing material is often used to protect fragile or delicate garments during shipping?
- (a) Plastic hangers (b) Ziplock bags
(c) Bubble wrap (d) Carboard boxes
10. What is a common method for storing woolen garments to prevent moth damage?
- (a) Hanging them in direct sunlight
(b) Storing them in an airtight plastic bag
(c) Regularly shaking them to remove dust
(d) Applying scented oils directly to the fabric

Part B

(5 × 5 = 25)

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

11. (a) How does the quality of fabric spread impact the efficiency of the cutting process and material utilization? Discuss the key factors that affect the quality of fabric spreading.
- Or
- (b) What is the purpose of notches in fabric marking, and how are they used during the cutting process to ensure precise pattern alignment? Provide examples of their application.
12. (a) Discuss the primary function of cutting equipment and tools in the textile and fashion industry. How do these tools contribute to the efficiency and accuracy of fabric cutting?
- Or
- (b) Die cutters are often used in the manufacturing of various products, including apparel. Explain how die cutters work and provide examples of their applications in the garment industry.

13. (a) Explain the role of the bobbin and bobbin case in a sewing machine and how do they work together to create stitches.

Or

- (b) What is the function of the shuttle and shuttle hooks in the stitching mechanism of a sewing machine and how do they contribute to stitch formation?

14. (a) Differentiate between a single needle and a double needle machine.

Or

- (b) Describe the types of stitches that can be created using an embroidery machine and provide a brief explanation of the importance of stitch codes or numbers in embroidery.

15. (a) Explain the differences between dry pressing and steam pressing in terms of equipment, process, and results.

Or

- (b) Discuss the importance of pleating in garment design and production. Provide examples of types of garments where pleating is commonly used.

Part C

(5 × 8 = 40)

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

16. (a) How do position marking methods contribute to the accurate assembly of garment components during cutting? Describe the various types of position marking techniques, including their advantages and applications.

Or

- (b) Describe the role of fabric color and defect checking machines in the textile industry. How do these machines contribute to maintaining fabric quality standards and minimizing defects in garments?

- 17. (a) Explain with neat sketch the working principle of straight knife cutting machine.

Or

- (b) Explain with neat sketch the working principle of and the band knife cutting machine.

- 18. (a) Describe the typical time sequence in stitch formation when using a sewing machine. How do different parts and mechanisms work together to create a complete stitch?

Or

- (b) Explain the concept of machine beds in sewing machines and what are the advantages and applications of each type.

- 19. (a) What is the specialty of a Fashion Maker sewing machine, and how does it differ from a standard sewing machine in terms of features and capabilities?

Or

- (b) Explain the primary functions of a buttonhole machine and a button fixing machine. Describe a situation in which each of these machines would be essential in the garment-making process.

20. (a) Enumerate and describe common packing materials and tools used in the garment industry, and explain their roles in protecting garments during storage and shipping.

Or

- (b) How can consumers identify and interpret care labels on garments? Provide examples of care symbols and their meanings.
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81721

P.G. DIPLOMA EXAMINATION, APRIL 2025

Second Semester

Fashion Design and Apparel Merchandising

APPAREL MERCHANDISING

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Section A

(10 × 1 = 10)

Answer **all** questions.

1. Choose the person who interprets the concepts into actual garments.
(a) Designer (b) Retailer
(c) Exporter (d) Merchandiser
2. Name the sample that is made with actual fabric and trims.
(a) Proto (b) Wash
(c) Photo (d) Fashion show
3. How does costing contribute to pricing decisions?
(a) By reducing fixed costs
(b) By determining the market share
(c) By calculating the cost of production
(d) By estimating competitor strategic

4. In costing, the term “variable costs” refer to _____
- (a) Costs that remains constant regardless of production levels
 - (b) Costs that vary with the level of production
 - (c) Indirect administrative expenses
 - (d) Fixed manufacturing costs
5. Select the purpose of a “Cost Sheet” in apparel costing
- (a) Tracking production timelines
 - (b) Calculating retail prices
 - (c) Listing marketing expenses
 - (d) Providing a breakdown of all production costs
6. What does the term “trims and accessories” include in material costing for apparel?
- (a) Fabric buttons and zippers
 - (b) Labor costs for garment assembly
 - (c) Maintenance costs for machinery
 - (d) Marketing expenses
7. Which marketing mix component focuses on creating a unique identity for a product in the market?
- (a) Product
 - (b) Price
 - (c) Place
 - (d) Promotion
8. Select the primary purpose of market research
- (a) Increasing production efficiency
 - (b) Identifying and understanding customer needs
 - (c) Controlling distribution channels
 - (d) Setting the company’s financial goals

9. In international trade, what does the abbreviation “C and F” stand for?
- (a) Cash and Finance
 - (b) Cost and Freight
 - (c) Customs and Fees
 - (d) Collection and Forwarding
10. In a CIF contract, who is responsible for paying freight charges?
- (a) The buyer
 - (b) The seller
 - (c) The shipping company
 - (d) The customs agent

Section B

(5 × 5 = 25)

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

11. (a) Write a short note on functions of merchandiser.
Or
(b) Explain about pre production follow up.
12. (a) State the aims of costing.
Or
(b) Classify the elements of cost.
13. (a) Explain about cost of fabric production.
Or
(b) How would you calculate fabric consumption for T-Shirt?
14. (a) List out the market segmentation strategies.
Or
(b) Analyse alternate marketing.

15. (a) Write a note on FOB.

Or

- (b) Develop a short note on Letter of credit.

Section C

(5 × 8 = 40)

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

16. (a) Explain about raw material arrangement.

Or

- (b) Write a detail note on pattern approvals and size set approvals.

17. (a) Distinguish estimating and costing.

Or

- (b) List out and explain different types of expenses in apparel industry.

18. (a) Explain about Material cost in apparel industry.

Or

- (b) Write a detail note on concepts and types of scheduling in apparel industry.

19. (a) List out and explain 4Ps in marketing.

Or

- (b) Analyse market research.

20. (a) Explain about export procedures.

Or

- (b) Develop a detail note on Export license.

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81722

P.G. DIPLOMA EXAMINATION, APRIL 2025.

Second Semester

Fashion Design and Apparel Merchandising

FASHION FORECASTING

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. What factors influence the fashion consumer behavior?
 - (a) Social media, peer influence and cultural trends
 - (b) Brand reputation and personal style
 - (c) Supply chain transparency and ethical manufacturing
 - (d) All the above
2. What is the primary purpose of conducting fashion market research?
 - (a) To identify emerging fashion trends
 - (b) To analyze consumer preferences and behaviors
 - (c) To determine pricing strategies
 - (d) To track competitors activities
3. Which of the following is not a type of fashion forecasting?
 - (a) Color forecasting
 - (b) Financial forecasting
 - (c) Future trends forecasting
 - (d) Season forecasting

4. What phase of new product development focuses on refining the design and ensuring quality standards are met?
- (a) Product planning
 - (b) Concept development and testing
 - (c) Design and development
 - (d) Market analysis
5. _____ is the common techniques used in coloring for textiles.
- (a) Tie – dyeing
 - (b) Embroidery
 - (c) Crocheting
 - (d) Patch work
6. Which platform is widely used for hosting and managing E-Commerce functionalities on fashion websites?
- (a) Squarespace
 - (b) Shopify
 - (c) Wix
 - (d) Wordpress
7. _____ is a traditional Japanese garment for men.
- (a) Kimono
 - (b) Yukata
 - (c) Haori
 - (d) Obi
8. Which city in France is known as the international fashion center?
- (a) Paris
 - (b) Lyon
 - (c) Marseile
 - (d) Bordeaux
9. Tarun Tahilani Indian fashion designer is primarily known for _____.
- (a) Sports wear
 - (b) Bridal wear
 - (c) Ethnic wear
 - (d) Casual wear
10. What is Ritu Kumar's contribution to reviving traditional Indian textiles?
- (a) Promoting handloom industry
 - (b) Experimenting with synthetic fibers
 - (c) Incorporating foreign fabrics
 - (d) Focusing solely on western designs

Part B

(5 × 5 = 25)

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

11. (a) Explain the term fashion ad fad.

Or

- (b) Recall the importance of fashion market.

12. (a) List out the purpose of fashion research.

Or

- (b) Account on market segmentation.

13. (a) What kind of strategies are to be followed by manufactures to stay updated with the latest trends and consumer demands?

Or

- (b) Mention the importance of fashion services.

14. (a) Define applied illusion and explain overall height.

Or

- (b) How does regional diversity influence visual design in Brazilian dress design?

15. (a) What are the challenges faced by idealist fashion designer and how do you overcome them?

Or

- (b) How did Wendell Rodricks blend traditional Indian craftsmanship with contemporary fashion trends?

Part C

(5 × 8 = 40)

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

16. (a) Compare society fashion and individual fashion.

Or

- (b) Briefly explain the fashion wardrobe.

17. (a) Examine the various sampling methods.

Or

- (b) Summarize the different types of data collection.

18. (a) Express the scope of fashion business.

Or

- (b) Build note on color services and video services.

19. (a) Name some iconic fashion brands that originated in England and explain.

Or

- (b) What are the traditional elements commonly incorporated into Indian dress designs?

20. (a) What are some notable collections or pieces by Hemat Trivedi that have received recognition or awards within the fashion community.

Or

- (b) Discuss some of Madhu Jain's most iconic fashion collections and the cultural influences behind them.

C-5722

Sub. Code

81723

P.G. DIPLOMA EXAMINATION, APRIL 2025

Second Semester

Fashion Design and Apparel Merchandising

BUSINESS COMMUNICATION

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Which of the following communication models emphasizes the importance of feedback in the communication process?
 - (a) Linear model
 - (b) Transaction model
 - (c) Interactive model
 - (d) Circular model
2. Feedback helps in _____.
 - (a) Correcting errors and improving performance
 - (b) Reinforcing hierarchical structures
 - (c) Ignoring employee contributions
 - (d) Suppressing organizational growth

3. Which communication channel is best suited for conveying sensitive information in a business setting?
- (a) Email
 - (b) Face to face meetings
 - (c) Social media
 - (d) Phone calls
4. In the business communication model, encoding refers to _____.
- (a) Decoding the message
 - (b) Transmitting the message
 - (c) Interpreting the message
 - (d) Creating the message
5. The purpose of proofreading in business writing is to _____.
- (a) Ensure clarity and correctness
 - (b) Increase word count
 - (c) Add unnecessary details
 - (d) Use passive voice
6. Which of the following types of business letter is used to formally apply for a job position?
- (a) Inquiry Letter
 - (b) Complaint Letter
 - (c) Application Letter
 - (d) Order Letter

7. What type of business letter is used to formally accept a job offer or a business proposal?
- (a) Inquiry Letter
 - (b) Acknowledgment Letter
 - (c) Acceptance Letter
 - (d) Invitation Letter
8. What should be avoided in a closing paragraph of a business letter?
- (a) Using slang or informal language
 - (b) Providing additional contact information
 - (c) Making a strong sales pitches
 - (d) Mentioning any future correspondence
9. Select the correct way to overcome the barrier of selective perception
- (a) Encourage the use of complex language to stimulate critical thinking
 - (b) Avoid discussing controversial topics to prevent misunderstanding understanding
 - (c) Assume that everyone perceives information in the same way
 - (d) Provide feedback and clarification to ensure understanding

10. Which of the following is an example of a psychological barrier to listening?
- (a) Offering feedback
 - (b) Daydreaming
 - (c) Maintaining eye contact
 - (d) Asking clarifying questions

Part B

(5 × 5 = 25)

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

11. (a) Point out the objectives of business communication.

Or

- (b) Recall the principles of communication.

12. (a) How does visual communication contribute to business success?

Or

- (b) Compile the dimensions of business communication.

13. (a) Recall the fundamentals of business writing

Or

- (b) What distinguishes a formal business letter from other types of letter?

14. (a) What is the purpose of a resume?

Or

- (b) Explain the following points in application letter
- (i) What qualifications and skills do you possess.
 - (ii) What sets you apart from other candidates?

15. (a) List out the benefits of conducting group discussions

Or

- (b) Compile the importance of listening.

Part C

(5 × 8 = 40)

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

16. (a) Write a detailed note on process of communication.

Or

- (b) Express the different communication models

17. (a) Create the flow chart with the channels of business communication.

Or

- (b) Explain the different types of communications.

18. (a) Describe the different persuasive letter.

Or

- (b) Briefly explain the inquiry letter.

19. (a) Describe employ application letter.

Or

- (b) Write the points to remember while writing closing paragraph.

20. (a) Give some examples for enhancing vocabulary effectively.

Or

- (b) Examine the barriers to listening and how to overcome them.
-