

**R7255**

**Sub. Code**

**9BF3C1**

**B.Voc. DEGREE EXAMINATION, NOVEMBER – 2022**

**Third Semester**

**Fashion Technology**

**APPAREL MERCHANDISING**

**(CBCS – 2019 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What are the methods of sourcing?
2. What are the types of advertising?
3. Define merchandising.
4. What are the types of merchandising?
5. What is yarn programming?
6. Define company profile and its content.
7. What is the practical check point in merchandising?
8. What is route card format?
9. Define export house.
10. What are the categories of export house?

**Part B**

(5 × 5 = 25)

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

11. (a) Write in detail about the steps in apparel making.

Or

- (b) Explain in detail about scouring and its methods.

12. (a) Write in detail about the role and responsibilities of merchandiser.

Or

- (b) Explain in detail about the essential requisites of a good merchandiser.

13. (a) Explain about the importance and types of samples.

Or

- (b) Write short notes on order sheet and its contents.

14. (a) Explain about buying house and their functions.

Or

- (b) What is the role of MIS in Apparel Industry?

15. (a) Write in detail about concepts of supply chain management.

Or

- (b) Explain about foreign trade agreements.

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Write in detail about business concepts applied to apparel industry.
  17. Explain in detail about types of merchandiser.
  18. Describe about document formats.
  19. Describe briefly about time management in Merchandising
  20. Explain about the export house and its categories.
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**R7256**

**Sub. Code**

**9BF3C2**

**B.Voc. DEGREE EXAMINATION, NOVEMBER – 2022**

**Third Semester**

**Fashion Technology**

**FASHION RETAILING AND VISUAL MERCHANDISING**

**(CBCS – 2019 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define retailing.
2. Write the role of retailing in market system.
3. Define store design.
4. Define store layout.
5. State private label.
6. Define brand.
7. State visual merchandising.
8. Define façade.
9. What is theme?
10. Define haute couture

**Part B**

(5 × 5 = 25)

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

11. (a) Explain about retailing and scope of retailing.

Or

- (b) Give outline about the global retailing scenario.

12. (a) Explain about market expansion strategies.

Or

- (b) Write about the type of employees in retail.

13. (a) Explain about retail branding, concept effects and its influence.

Or

- (b) Write the difference between store brand Vs retail brand.

14. (a) Discuss about the visual merchandising problems.

Or

- (b) Explain about the type of visual merchandising display.

15. (a) Explain about the type of materials used in merchandising display.

Or

- (b) Explain about the lights and types of lights used in visual merchandising.

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Explain about the type of retailer and retail formats.
  17. Describe about retail store planning
  18. Explain about the retail branding strategies
  19. Describe why a store's exterior influences its image.
  20. Explain about the principle of design used in display.
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**R7257**

**Sub. Code**

**9BF5C1**

**B.Voc. DEGREE EXAMINATION, NOVEMBER – 2022**

**Fifth Semester**

**Fashion Technology**

**GARMENT QUALITY TESTING AND ASSURANCE**

**(CBCS – 2019 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** the questions.

1. What are the quality control aspects to be consider in fabric?
2. Give the objectives of testing.
3. What is meant by yarn hariness?
4. Write any four weaving defects.
5. Give the stages of inspection.
6. How will you inspect fusible interlining?
7. List the basic concepts of TQM?
8. Write short notes on histogram.
9. Give the elements of quality systems.
10. What is social audit?

**Part B**

(5 × 5 = 25)

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

11. (a) Describe quality control of raw material.

Or

- (b) Write short notes on atmospheric conditions for testing lab.

12. (a) Define evenness and explain it.

Or

- (b) Discuss about colour fastness to washing.

13. (a) How will you assess spreading, and explain it.

Or

- (b) Explain embroidery operation.

14. (a) Discuss about barriers to TQM.

Or

- (b) Explain PDCA.

15. (a) Write short notes on documentation of quality systems.

Or

- (b) Describe about audit procedure.



**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Give a brief account on fibre properties.
  17. Explain quality parameters of fabric.
  18. Write a detailed note on process inspection.
  19. Enumerate application of seven quality control tools in Apparel Industry.
  20. Give an account on Accreditation and certification agencies.
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**R7258**

**Sub. Code**

**9BF5E2**

**B.Voc. DEGREE EXAMINATION, NOVEMBER – 2022**

**Fifth Semester**

**Fashion Technology**

**INDIAN TRADITIONAL TEXTILES  
AND COSTUMES**

**(CBCS – 2019 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Write a note on adornment theory.
2. What is meant by ethnic wear?
3. Write few lines about Kancheevaram sarees.
4. What is meant by ikkat?
5. Write short notes on Pochampalli sarees.
6. Mention the traditional attire of Orissa Women.
7. List the accessories of Kashmeri women.
8. Give the traditional attire of Indus valley period.
9. Which fabric is suitable for kutch work?
10. What is meant by white thread embroidery?

**Part B**

(5 × 5 = 25)

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

11. (a) Write short notes on invention of needle.

Or

- (b) Explain development of garment styles.

12. (a) Describe about Himrus and Amrus.

Or

- (b) Write short notes on Bandhari.

13. (a) Discuss about traditional costumes of Karnataka.

Or

- (b) Mention the traditional costumes of Bihar and explain it.

14. (a) Describe about traditional costumes of Maharashtra.

Or

- (b) Write short notes on traditional costumes of Gupta period.

15. (a) What is the traditional embroidery of Kashmir? And explain it.

Or

- (b) Describe about Kantha of Bengal.

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Give a brief account on History of Indian garments from ancient to modern times.
  17. Elaborate Brocades.
  18. Enumerate traditional costumes of Andhrapradesh.
  19. Briefly explain traditional costumes of Himachal pradesh.
  20. Give an account on Phulkari.
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