

**R8303**

**Sub. Code**

**9BF4G1**

**B.Voc. DEGREE EXAMINATION, APRIL – 2023**

**Fourth Semester**

**Fashion Technology**

**APPAREL COSTING AND EXPORT MANAGEMENT**

**(CBCS – 2019 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** the questions.

1. What is prime cost?
2. Define the term working capital?
3. How do you estimate the fabric consumption?
4. What is WTO?
5. What are the advantages of export business?
6. Define the term marginal cost
7. What is factory overheads?
8. What is unit costing?
9. Describe the term “minimum order quantity”
10. What is do you mean by CMT?

**Part B**

(5 × 5 = 25)

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

11. (a) Write down the concept of standard cost sheet

Or

- (b) Explain the costing method for the fabric cutting department

12. (a) Explain the fabric costing procedure.

Or

- (b) Explain about the different types of cost

13. (a) Enumerate the advantages of export marketing

Or

- (b) Describe the difference between the domestic trade to international trade

14. (a) Explain about the letter of credit.

Or

- (b) Explain about logistic documentation procedure for garment export business.

15. (a) How do you register you apparel firm with AEPC

Or

- (b) What are the objectives of country of origin certificate.

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Discuss about the principles of costing
  17. How do you estimate the factory costing for a woven and knitted clothing factory?
  18. Explain about the business environment of a clothing factory.
  19. Explain about the export documentation procedures for a clothing factory.
  20. Explain the role and responsibilities of apparel export promotion council.
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**R8304**

**Sub. Code**

**9BF4C1**

**B.Voc. DEGREE EXAMINATION, APRIL – 2023**

**Fourth Semester**

**Fashion Technology**

**TEXTILE PROCESSING**

**(CBCS – 2019 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define water hardness.
2. What is COD?
3. Write the objectives of de-sizing
4. State mercerization.
5. Write the advantages of natural dye.
6. Write the importance of disperse dye.
7. List out the printing types.
8. What is stencil printing?
9. Write the objectives of finishing.
10. Write the purpose of enzyme finish.

**Part B**

(5 × 5 = 25)

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

11. (a) Discuss the quality requirement of wet processing.

Or

- (b) Write the importance of sequestering agent.

12. (a) Give outline about de-sizing.

Or

- (b) Explain about scouring process.

13. (a) Illustrate the Jigger dyeing machine.

Or

- (b) Give outline about natural dyeing.

14. (a) Explain in detail about print paste preparation.

Or

- (b) Discuss briefly on resist and discharge printing.

15. (a) Illustrate the calendar finishing.

Or

- (b) Give out line about bio-polishing.

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the preparatory process sequence of fabrics.  
17. Discuss about hydrogen peroxide bleaching.  
18. Write in detail about disperse dyes.

19. Explain in detail about warp and air brush printing.
  20. Describe about water proofing and water repellency finish.
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**R8311**

**Sub. Code**

**9BV4G1**

**B.Voc. DEGREE EXAMINATION, APRIL – 2023**

**Fourth Semester**

**Fashion Technology/  
Software Development**

**PROFESSIONAL ETIQUETTES**

**(Common for B.Voc. Fashion Technology/  
B.Voc. Software Development)**

**(CBCS – 2019 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

**(10 × 2 = 20)**

Answer **all** questions.

1. State business etiquette.
2. Define active listening.
3. List out the types of dresses.
4. What is dress code?
5. What is behaviour?
6. Define work place etiquette.
7. How to use napkins?

8. When to start eating?
9. Define office party etiquette.
10. State bus etiquette.

**Part B**

(5 × 5 = 25)

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

11. (a) Write the importance of effective business etiquette.

Or

- (b) Explain the effective uses of business cards.

12. (a) Give outline about formal dress code.

Or

- (b) Discuss about business suits.

13. (a) Explain about body language in detail.

Or

- (b) Write the seven guidelines of meeting etiquette.

14. (a) Discuss about basic guidelines of eating.

Or

- (b) Explain how to set the dining table.

15. (a) Give outline about paying bill and tipping.

Or

- (b) What are the rules to be followed for writing and forwarding e-mails?



**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Give outline about hand shaking.
  17. Illustrate about professional appearance.
  18. Explain about formal and informal meeting etiquette.
  19. Describe the basics of professional dining.
  20. Explain the travel etiquette in detail.
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**R8312**

**Sub. Code**

**9BV6G2**

**B.Voc. DEGREE EXAMINATION, APRIL – 2023**

**Sixth Semester**

**Fashion Technology/Software Development**

**FUNDAMENTALS OF DIGITAL MARKETING**

**(Common for B.Voc. (Fashion Technology/  
B.Voc. Software Development))**

**(CBCS – 2019 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define digital marketing strategy.
2. How can you categorize the digital marketing?
3. What is mean by Domain?
4. What are the different aspects of digital marketing?
5. Define E-mail marketing.
6. What are the different types of Email Marketing Campaigns?
7. Mention what is an effective PPC keyword should be like?
8. What are the metrics used to measure the success of an e-mail campaign?
9. What is affiliate marketing?
10. Define mobile marketing.

**Part B**

(5 × 5 = 25)

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

11. (a) Explain the technology behind the digital marketing.

Or

- (b) Write notes on the most important digital marketing tools.

12. (a) Rule out the guidelines for building a website.

Or

- (b) Why is digital marketing preferred over traditional marketing?

13. (a) How will you determine if a link is a bad link?

Or

- (b) How will you measure the success of an e-mail campaign?

14. (a) Write notes on affiliate marketing ecosystem.

Or

- (b) What is the need of E-mail marketing in this era of social media?

15. (a) List the advantages of mobile marketing.

Or

- (b) How would you plan your mobile marketing strategy for a new product launch?

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. List out the seven keyways influencing the consumer behaviour.
  17. Explain in detail about the own some tips to write an effective web content.
  18. Describe about on e-mail marketing campaign.
  19. Explain in detail about the guidelines when embarking on a company blog.
  20. Discuss in detail about tracking and measuring human behaviour in collaborative consumption.
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