R1322		Sub. Code
		453T11

M.A. DEGREE EXAMINATION, APRIL – 2024

Tenth Semester

Home Science (Specialization – II : Textile and Clothing)

TECHNICAL TEXTILES

(CBCS – 2019 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   List any two textile application fields in technical textiles.

2.   State the importance of organic fibers.

3.   What is called as medical textiles?

4.   List out any two health care and hygiene products.

5.   What do you mean by protective textiles?

6.   What is the requirement for footwear textiles?

7.   What do you mean by dry filtration?

8.   List out the types of filtration.

9.   What are the fibers used for automobile textiles.

10. Any two applications of sport textiles.

Part B (5 × 5 = 25)

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

11. (a) Explain about the market growth and potential for technical textiles.

Or

(b) Explain about high chemical and combustion resistant organic fibers.

12. (a) Discuss about non-implantable materials in medical textiles.

Or

(b) How do you design textiles for medical and hygiene applications.

13. (a) Write about the choice of material for thermal protective wear.

Or

(b) Write about the importance of footwear textiles.

14. (a) Write about the textiles in dry and wet filtration.

Or

(b) How do you select fiber and fabric for filtration textiles.

15. (a) Write about the properties and functions of sports textiles.

Or

(b) What are the characteristic required for automobile textiles.

2 **R1322**

Part C (3 × 10 = 30)

Answer any **three** questions.

16. Discuss in detail about the applications of technical textiles.

17. Write about the classification of medical textiles.

18. What are the requirements in designing and selecting materials for protective textiles.

19. Explain about the principles mechanism and types of filtration.

20. Enumerate on the types and functions of automobile textiles.

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R1322

M.A. DEGREE EXAMINATION, APRIL – 2024

Tenth Semester

Home Science (Specialization – II : Textile and Clothing)

FASHION MARKETING

(CBCS – 2019 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. Define marketing management.

2. List any two factors that affect micro marketing environment.

3. Explain about product line policy.

4. Any two objectives of new product development.

5. Write any two functions of advertising agencies.

6. What is personal selling?

7. Explain the term merchandises.

8. Write about the functions of whole seller indistribution channel.

9. What is costing in business?

10. Benefits of exporter in buyer seller meet.

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

11. (a) Briefly explain the size and structure of fashion market.

    Or

    (b) What are the trends in marketing management?

12. (a) Write short notes on fashion product cycles.

    Or

    (b) How do you plan and develop a product for marketing?

13. (a) Discuss about various departments involved in fashion advertising.

    Or

    (b) Explain about fashion sales promotion programme.

14. (a) Write notes on domestic market environment.

    Or

    (b) Write about the channel of distribution.

15. (a) Enumerate on the advantages of buyer seller meet.

    Or

    (b) Explain about the importance of costing.

R1323

Part C (3 × 10 = 30)

Answer any **three** questions.

16. Give a detailed account on micro and macro marketing environment.

17. Write about the classification of marketing function.

18. Describe about the role of medias in fashion advertising.

19. Explain about the role of merchandises and their types.

20. How do government organizations promote through buyer and seller meet.

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R1323