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B.Voc. DEGREE EXAMINATION, APRIL – 2025

Second Semester

Fashion Technology

PRINCIPLES OF PATTERN MAKING AND GRADING

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** the following objective type questions by choosing the correct option.

1. What is the primary purpose of pattern making?
(CO1, K1)
 - (a) To create garment designs
 - (b) To achieve proper fit
 - (c) To choose fabrics
 - (d) To produce textiles
2. Which of the following is a standard body measurement tool?
(CO1, K1)
 - (a) Compass
 - (b) Ruler
 - (c) Measuring tape
 - (d) Scissors
3. Which tool is primarily used in flat pattern making?
(CO2, K1)
 - (a) Scissors
 - (b) L-square
 - (c) Needle
 - (d) Paintbrush

4. Draping involves which equipment? (CO2, K1)
(a) Sewing machine (b) Dress form
(c) Ironing board (d) Mannequin stand
5. Which method is NOT used for dart manipulation? (CO3, K1)
(a) Pivot method (b) Slash and spread method
(c) Transfer method (d) Layering method
6. Pattern layout ensures: (CO3, K1)
(a) Maximum fabric usage
(b) Minimal fabric waste
(c) Symmetrical design placement
(d) All of the above
7. What is the definition of fitting? (CO4, K1)
(a) Adjusting garment length
(b) Ensuring proper garment fit on the body
(c) Creating garment patterns
(d) Sewing darts into fabric
8. Altering patterns is essential for: (CO4, K1)
(a) Improving garment style
(b) Achieving proper fit
(c) Creating new fabrics
(d) Producing industrial patterns
9. Which term is related to pattern grading? (CO5, K1)
(a) Pivoting (b) Notching
(c) Scaling (d) Seamline adjustment
10. Grading is used to: (CO5, K1)
(a) Alter garment fit
(b) Create various sizes of the same pattern
(c) Sew fabric pieces together
(d) Cut patterns precisely

Part B

(5 × 5 = 25)

Answer **all** the questions not more than 500 words each.

11. (a) Define pattern making and explain its significance.
(CO1, K2)

Or

- (b) Explain the importance of body measurements in pattern making.
(CO1, K2)

12. (a) Compare flat pattern making and draping.(CO2, K2)

Or

- (b) Explain the advantages and disadvantages of commercial patterns.
(CO2, K2)

13. (a) Illustrate the pivot method of dart manipulation.
(CO3, K3)

Or

- (b) Explain the rules for pattern layout with asymmetric designs.
(CO3, K3)

14. (a) Explain the principles of fitting and their importance.
(CO4, K4)

Or

- (b) Describe the process of pattern alteration for a blouse.
(CO4, K4)

15. (a) Explain the terminology used in pattern grading.
(CO5, K2)

Or

- (b) Discuss the advantages of using grading in garment production.
(CO5, K3)

Part C

(5 × 8 = 40)

Answer **all** the questions not more than 1000 words each.

16. (a) Discuss the standard body measurements for women. (CO1, K3)

Or

- (b) Discuss the different types of block pattern. (CO1, K3)

17. (a) Explain the principles of pattern drafting with detailed illustrations. (CO2, K3)

Or

- (b) Evaluate the importance of dress forms in draping. (CO2, K4)

18. (a) Generate new garment styles using dart manipulation techniques. (CO3, K4)

Or

- (b) Examine the importance of pattern layout in fabric conservation. (CO3, K4)

19. (a) Prove the significance of maintaining symmetry during pattern alteration. (CO4, K5)

Or

- (b) Discuss how proper fitting techniques enhance garment quality. (CO4, K5)

20. (a) Justify the use of computerized grading in large-scale production. (CO5, K5)

Or

- (b) Assess the steps involved in grading a pattern for size variations. (CO5, K5)

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B.Voc. DEGREE EXAMINATION, APRIL – 2025

Second Semester

Fashion Technology

INTRODUCTION TO FASHION TECHNOLOGY

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** the following objective type questions by choosing the correct option.

1. What is the main requirement of a good structural design? (CO1, K1)
(a) Complexity (b) Simplicity
(c) Uniform color (d) Abstract patterns
2. The term “fashion cycle” refers to: (CO1, K1)
(a) Repeated use of colors
(b) The lifespan of a fashion trend
(c) Seasonal clothing
(d) Recycling of fabrics
3. Which of the following is not a principle of design? (CO2, K1)
(a) Balance (b) Rhythm
(c) Intensity (d) Harmony
4. Line, shape, and texture are part of: (CO2, K1)
(a) Art Principles
(b) Principles of design
(c) Elements of design
(d) Wardrobe planning

5. Primary colors include: (CO3, K1)
(a) Red, Green, Yellow
(b) Red, Blue, Green
(c) Red, Blue, Yellow
(d) Green, Yellow, Purple
6. A monochromatic scheme uses: (CO3, K1)
(a) Contrasting colors
(b) Shades of one color
(c) Opposite colors on the wheel
(d) Tertiary colors
7. Which of these is not a fashion accessory? (CO4, K1)
(a) Hat (b) Tie
(c) Dress (d) Handbag
8. Which factor does not influence wardrobe selection? (CO4, K1)
(a) Age
(b) Personal preference
(c) Fashion forecasting
(d) Weather conditions
9. A stout figure requires: (CO5, K1)
(a) Horizontal lines (b) Vertical lines
(c) Bright colors (d) Heavy fabrics
10. Designing for a round face involves: (CO5, K1)
(a) Avoiding round necklines
(b) Using bright patterns
(c) Highlighting cheekbones
(d) Emphasizing the jawline

Part B

(5 × 5 = 25)

Answer **all** the questions not more than 500 words each.

11. (a) Define and differentiate between structural and decorative designs. (CO1, K2)

Or

- (b) List the stages of the fashion cycle. (CO1, K2)

12. (a) Explain the significance of balance and harmony in design. (CO2, K2)

Or

- (b) Define the role of line and shape in design. (CO2, K2)

13. (a) Explain the importance of color theory in fashion design. (CO3, K3)

Or

- (b) What is a monochromatic color scheme? Provide an example. (CO3, K3)

14. (a) What factors influence wardrobe selection? (CO4, K3)

Or

- (b) List and explain different types of hats used as fashion accessories. (CO4, K3)

15. (a) How can clothing be adapted for a person with broad shoulders? (CO5, K4)

Or

- (b) What are the considerations for designing dresses for a stout figure? (CO5, K4)

Part C

(5 × 8 = 40)

Answer **all** the questions not more than 1000 words each.

16. (a) Analyze the impact of fashion forecasting on the design industry. (CO1, K4)

Or

- (b) Discuss the role of international designers in setting global fashion trends. (CO1, K4)

17. (a) Analyze how principles of design affect clothing design. (CO2, K4)

Or

- (b) Evaluate the importance of texture and colour in fabric selection. (CO2, K4)

18. (a) Explain how color schemes impact wardrobe planning for various occasions. (CO3, K5)

Or

- (b) Examine the psychological effects of colors in clothing. (CO3, K5)

19. (a) Design a set of accessories for a wedding event and justify your choices. (CO4, K4)

Or

- (b) Analyze how trimmings enhance the aesthetic value of accessories. (CO4, K4)

20. (a) Evaluate the role of fabric selection in addressing figure irregularities. (CO5, K5)

Or

- (b) Develop a wardrobe plan for individuals with flat chest and prominent foreheads and explain the rationale. (CO5, K5)

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B.Voc. DEGREE EXAMINATION, APRIL – 2025

Fourth Semester

Fashion Technology

TEXTILE PROCESSING

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** the following objective type questions by choosing the correct option.

1. Water hardness is caused by the presence of: (CO1, K1)
 - (a) Calcium and Magnesium salts
 - (b) Sodium and Potassium salts
 - (c) Sulfates and Nitrates
 - (d) Carbon and Hydrogen
2. The required water quality for wet processing industries must be: (CO1, K1)
 - (a) Hard and pure (b) Soft and pure
 - (c) Neutral and hot (d) Cold and acid
3. The main objective of desizing is to: (CO2, K1)
 - (a) Remove natural impurities
 - (b) Remove starch-based material
 - (c) Add softness to the fabric
 - (d) Improve tensile strength

4. Hydrogen peroxide is commonly used in which process? (CO2, K1)
(a) Mercerization (b) Bleaching
(c) Dyeing (d) Printing
5. Reactive dyes are used for: (CO3, K1)
(a) Wool fabrics (b) Cotton fabrics
(c) Synthetic fabrics (d) Polyester fabrics
6. The machine used for dyeing synthetic fabrics at high temperatures is: (CO3, K1)
(a) Jigger
(b) Winch
(c) HTHP dyeing machine
(d) Soft flow machine
7. Direct printing involves: (CO4, K1)
(a) Applying dye initially onto the fabric
(b) Removing color from the fabric
(c) Blocking the dye flow
(d) Preparing dye paste
8. The-most recent printing technique is: (CO4, K1)
(a) Flock printing (b) Stencil printing
(c) Photo printing (d) Airbrush printing
9. The objective of calendaring is to: (CO5, K1)
(a) Remove wrinkles (b) Increase thickness
(c) Add softness (d) Strengthen the fabric
10. Water repellency is achieved by: (CO5, K1)
(a) Enzymes
(b) Synthetic resins
(c) Wax treatments
(d) Silicone-based chemicals

Part B

(5 × 5 = 25)

Answer **all** the questions not more than 500 words each.

11. (a) Define water hardness and explain its types.
(CO1, K2)

Or

- (b) Discuss the role of sequestering agents. (CO1, K3)
12. (a) What are the objectives of desizing? (CO2, K2)

Or

- (b) What are optical brighteners, and why are they used? (CO2, K2)
13. (a) Classify different types of dyes. (CO3, K3)

Or

- (b) List the advantages of natural dyes. (CO3, K2)
14. (a) What is screen printing? Explain its advantages.
(CO4, K2)

Or

- (b) Describe dye paste preparation for printing.
(CO4, K2)
15. (a) What is bio-polishing? Discuss its applications.
(CO5, K2)

Or

- (b) Describe the process of waterproofing. (CO5, K2)

Part C

(5 × 8 = 40)

Answer **all** the questions not more than 1000 words each.

16. (a) Assess the sequence of preparatory process for woven fabrics. (CO1, K4)

Or

- (b) Evaluate the types of textile auxiliaries and discuss their role in processing. (CO1, K5)

17. (a) Discuss the environmental impact of bleaching and scouring processes. (CO2, K4)

Or

- (b) Compare different bleaching methods and their suitability for various fabrics. (CO2, K4)

18. (a) Analyze the stages of dyeing and their impact on fabric properties. (CO3, K4)

Or

- (b) Discuss the challenges faced in dyeing synthetic fabrics. (CO3, K4)

19. (a) Analyze the role of resist printing in traditional designs. (CO4, K4)

Or

- (b) Evaluate the use of photo printing in the fashion industry. (CO4, K5)

20. (a) Analyze the differences between water repellency and waterproofing. (CO5, K5)

Or

- (b) Evaluate the various mechanical finishes. (CO5, K4)

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B.Voc. DEGREE EXAMINATION, APRIL – 2025

Fourth Semester

Fashion Technology

APPAREL COSTING AND EXPORT MANAGEMENT

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** the following objective type questions by choosing the correct option.

1. What is the primary purpose of costing in the apparel industry? (CO1, K1)
 - (a) Designing garments
 - (b) Calculating expenses
 - (c) Selecting fabric
 - (d) Marketing products
2. Which of these is not a type of cost? (CO1, K1)
 - (a) Fixed cost (b) Marginal cost
 - (c) Dynamic cost (d) Variable cost
3. What does cost estimation primarily involve in apparel costing? (CO2, K1)
 - (a) Calculating only labor charges
 - (b) Estimating the overall expenses for production
 - (c) Evaluating profit margins
 - (d) Monitoring market demand

4. Which stage of production includes the cost estimation of dyeing, printing, and finishing? (CO2, K1)
- (a) Fabric production
 - (b) Post-weaving processes
 - (c) Apparel assembly
 - (d) Pre-production planning
5. Domestic trade refers to trade: (CO3, K1)
- (a) Between different countries
 - (b) Within the same country
 - (c) Through international shipping
 - (d) Regulated by WTO
6. What is a regional trade block? (CO3, K1)
- (a) Domestic trade restriction
 - (b) International trade barriers
 - (c) A group of countries with trade agreements
 - (d) A counter trade practice
7. Care labeling is primarily used for (CO4, K1)
- (a) Pricing garments
 - (b) Providing maintenance instructions
 - (c) Marketing campaigns
 - (d) Transport logistics
8. Export assistance documents are used for: (CO4, K1)
- (a) Marketing plans
 - (b) Claiming export benefits
 - (c) Design purposes
 - (d) Trade block creation

9. What document is essential for export registration?
(CO5, K1)
- (a) Membership certificate
 - (b) Domestic sales invoice
 - (c) Purchase order
 - (d) Import tax receipt
10. Nature of the foreign exchange market is: (CO5, K1)
- (a) Fixed and predictable
 - (b) Dynamic and fluctuating
 - (c) Limited to local trade
 - (d) Government-controlled

Part B (5 × 5 = 25)

Answer **all** the questions not more than 500 words each.

11. (a) Explain the principles of a good costing system.
(CO1, K2)
- Or
- (b) Differentiate between fixed and variable costs.
(CO1, K2)
12. (a) Describe the importance of cost estimation in fabric production.
(CO2, K3)
- Or
- (b) How will you estimate fabric cost for knitted fabric?
(CO2, K3)
13. (a) Illustrate the role of WTO in global trade. (CO3, K2)
- Or
- (b) Discuss the importance of business ethics in the apparel industry.
(CO3, K2)
14. (a) Summarize the role of INCOTERMS in export marketing.
(CO4, K3)
- Or
- (b) Explain about export and import policy. (CO4, K3)

15. (a) Outline the process of obtaining an Import Export Code. (CO5, K3)

Or

- (b) Write a note on RBI code. (CO5, K2)

Part C (5 × 8 = 40)

Answer **all** the questions not more than 1000 words each.

16. (a) Analyze the role of prime cost and overheads in determining total cost. (CO1, K3)

Or

- (b) Illustrate and explain Break even charts. (CO1, K3)

17. (a) Discuss how to calculate fabric consumption for woven and knitted fabrics. (CO2, K3)

Or

- (b) Describe the steps involved in estimating the cost of dyeing and printing. (CO2, K3)

18. (a) Discuss the factors contributing to counter-trade growth. (CO3, K4)

Or

- (b) Explain the social and economic impacts of globalization on trade. (CO3, K4)

19. (a) Discuss the advantages and challenges of export credit financing. (CO4, K3)

Or

- (b) Analyze the steps involved in export procedures and documentation. (CO4, K4)

20. (a) Examine the significance of SEZs in boosting exports. (CO5, K4)

Or

- (b) Evaluate the significance of export promotion councils in global markets. (CO5, K4)

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B.Voc. DEGREE EXAMINATION, APRIL – 2025

Sixth Semester

Software Development

FUNDAMENTALS OF DIGITAL MARKETING

(CBCS – 2022 onwards)

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

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** the following objective type questions by choosing the correct option.

1. _____ is NOT a component of digital marketing.
(CO1, K2)
 - (a) SEO
 - (b) Social Media Marketing
 - (c) Print Advertising
 - (d) Email Marketing
2. What does PPC stand for in digital marketing? (CO1, K2)
 - (a) Pay Per Campaign
 - (b) Pay Per Click
 - (c) Product Promotion Cost
 - (d) Purchase Point Conversion

3. _____ is NOT a key consideration in writing effective web content. (CO2, K1)
- (a) Keyword optimization
 - (b) Complex technical jargon
 - (c) Readability and engagement
 - (d) Call-to-action (CTA) elements
4. _____ factor is the most important when choosing a domain name. (CO2, K1)
- (a) Length of the name
 - (b) SEO friendliness and brand relevance
 - (c) Using special characters
 - (d) Choosing random words
5. _____ is a key metric for measuring the success of an email marketing campaign. (CO3, K3)
- (a) Number of emails sent
 - (b) Open rate and click-through rate
 - (c) The length of the email
 - (d) Number of social media followers
6. What is a good practice when adding social media to a website? (CO3, K3)
- (a) Hiding social media links
 - (b) Embedding social media feeds for real-time updates
 - (c) Posting only promotional content
 - (d) Avoiding user interaction

7. _____ is a key strategy for fostering a positive online image. (CO4 K4)
- (a) Ignoring customer feedback
 - (b) Engaging with customers and responding to reviews
 - (c) Posting misleading information about competitors
 - (d) Avoiding transparency
8. How can businesses monitor online conversations about their brand? (CO4, K4)
- (a) Using social listening tools like Google Alerts and Hootsuite
 - (b) Ignoring comments and reviews
 - (c) Blocking negative users
 - (d) Deleting all negative feedback
9. _____ is the primary function of a payment gateway in online transactions. (CO5, K2)
- (a) Storing customer payment information
 - (b) Encrypting and securely transmitting payment data between customers and merchants
 - (c) Offering discounts to customers
 - (d) Providing loans to e-commerce businesses
10. What is the key advantage of using cyber wallets? (CO5, K2)
- (a) They eliminate the need for online transactions
 - (b) They allow secure and convenient digital payments
 - (c) They require users to carry cash at all times
 - (d) They only work with physical debit/credit cards

Part B

(5 × 5 = 25)

Answer **all** questions not more than 500 words each.

11. (a) Differentiate traditional marketing and digital marketing. (CO1, K2)

Or

- (b) What are the essential components of a digital marketing strategy? (CO1, K2)

12. (a) Explain the role of a website in digital marketing. (CO2, K1)

Or

- (b) Illustrate the budgeting procedure in digital marketing and its key elements. (CO2, K1)

13. (a) What are the key steps in planning an email marketing campaign? (CO3, K3)

Or

- (b) What are the rules of engagement for social media marketing? (CO3, K3)

14. (a) Explain the importance of fostering a positive online image for businesses. (CO4, K4)

Or

- (b) What are the benefits of monitoring online conversations about a brand? (CO4, K4)

15. (a) How does intellectual property law protect digital businesses? (CO5, K5)

Or

- (b) Describe the role of NFC in mobile payments. (CO5, K2)

Part C

(5 × 8 = 40)

Answer **all** questions not more than 1000 words each.

16. (a) Illustrate the impact of technology on digital marketing. (CO1, K2)

Or

- (b) How does understanding the digital consumer shape marketing strategies? (CO1, K2)
17. (a) Discuss the steps involved in building an effective website for digital marketing success. (CO2, K1)

Or

- (b) Discuss cost estimating, cost budgeting and cost control in digital marketing. (CO2, K1)
18. (a) What strategies should businesses follow when adding social media to their websites? (CO3, K3)

Or

- (b) Describe the different forms of social media. (CO3, K3)
19. (a) Explain how businesses can use online channels to improve brand perception. (CO4, K4)

Or

- (b) Illustrate the impact of social media on online reputation management. (CO4, K4)

20. (a) Describe the key components of a successful mobile payment ecosystem. (CO5, K2)

Or

- (b) Discuss the legal and regulatory challenges in digital payment systems. (CO5, K5)
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