PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
BSc DEGREE EXAMINATION MAY 2022
(First Semester)

Branch – COSTUME DESIGN & FASHION

PATTERN MAKING & GRADING

Time: Three Hours　　　　　　　　　　　　　　Maximum: 50 Marks

SECTION-A (5 Marks)
Answer ALL questions
ALL questions carry EQUAL marks　　　(5 x 1 = 5)

1. The direction of yarn in the fabric is called
   a) True bias
   b) Cross wise
   c) Length wise
   d) Grain line

2. Theoutline of dress made by using accurate body measurements is called a
   a) Draft
   b) Pattern
   c) Block
   d) Design

3. Which pattern layout is suitable for aligning pattern pieces of a shirt?
   a) Open layout
   b) Lengthwise centre fold
   c) Double fold
   d) Crosswise fold

4. What is meant by grading in garment industry?
   a) To classify the garments based on quality
   b) To classify the garments based on sizes
   c) To make garments of various sizes
   d) To make patterns of various sizes

5. Which dress form has dials that are used to change the size?
   a) Bifurcated dress form
   b) Professional dress form
   c) Adjustable dress form
   d) Display dress form

SECTION - B (15 Marks)
Answer ALL Questions
ALL Questions Carry EQUAL Marks　　　(5 x 3 = 15)

6　a　State about the factors to be considered in selection of fabric.
　　　　　　　　　　　OR
　b　Explain the methods of straightening the fabric ends.

7　a　State the principles of pattern drafting.
　　　　　　　　　　　OR
　b　Discuss about the body measurements needed for basic bodice pattern drafting.

8　a　Determine the rules in pattern layout.
　　　　　　　　　　　OR
　b　Justify the steps to be followed in arranging the patterns for bold and striped designs.

9　a　State fitting and its principles for a good fit.
　　　　　　　　　　　OR
　b　Illustrate the grading procedure for basic bodice and sleeves.

10　a　Explain the importance of draping.
　　　　　　　　　　　OR
　b　Classify the types of dress form.

Cont...

SECTION -C (30 Marks)
Answer **ALL** questions
ALL questions carry **EQUAL** Marks   (5 x 6 = 30)

11 a Elucidate the grain and its importance.
                              OR
     b Determine the dress making methods.

12 a Enumerate the methods of pattern making.
                              OR
     b Differentiate flat pattern and computerized pattern technique.

13 a Classify pattern layout methods.
                              OR
     b Interpret the economical layout.

14 a Criticize the causes for poor fit and explain the solving techniques.
                              OR
     b Elucidate grading with examples.

15 a Interpret draping and its importance.
                              OR
     b Analyze the pivot method of dart manipulation.

Z-Z-Z   END

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BSc DEGREE EXAMINATION MAY 2022
(First Semester)

Branch – COSTUME DESIGN AND FASHION

CONCEPTS OF FASHION DESIGNING

Time: Three Hours   Maximum: 50 Marks

SECTION-A (5 Marks)
Answer ALL questions
ALL questions carry EQUAL marks   (5 x 1 = 5)

1. Label the expensive, fashionable cloths produced by leading fashion houses
   a. Classic   b. High fashion   c. Couture   d. Chic

2. Which of the following lines give a graceful effect
   a. Vertical   b. Horizontal   c. Diagonal   d. Curve

3. Identify the principle of design which is related to the law of dominance and subordination
   a. Rhythm   b. Balance   c. Emphasis   d. Proportion

4. Identify the term that indicates the brightness or dullness of a colour
   a. Hue   b. Value   c. Intensity   d. Shade

5. Indicate the feature or design suitable for a person who is tall
   a. Unbroken silhouette.   b. Broken silhouette
   c. Vertical line   d. High coiffure

SECTION - B (15 Marks)
Answer ALL Questions
ALL Questions Carry EQUAL Marks   (5 x 3 = 15)

6. a. Describe the fashion cycle.
   (OR)
   b. Explain the terms classic and forecasting.

7. a. Describe Design and explain its types.
   (OR)
   b. Outline the elements of Design.

8. a. Bring out the importance and types of accessories.
   (OR)
   b. Outline about proportion.

9. a. Quoting examples narrate the relationship between colour and psychology.
   (OR)
   b. Explain the following terms:
   i) Value ii) Warm colours iii) Monochromatic harmony

10. a. Solve the problem of flat chest through dress designing.
    (OR)
    b. Outline the points to correct a small face.

SECTION -C (30 Marks)
Answer ALL questions
ALL questions carry EQUAL Marks   (5 x 6 = 30)

11.   a. Highlight the fashion theories.
                    (OR)
      b. Discuss about any six fashion terminologies.

12.   a. Discuss about selection and application of trimmings and decoration.
                    (OR)
      b. Highlight the different types of lines and their characteristics.

13.   a. Assume you are designing partywear for two children using different types of
         balance. Illustrate and explain the same.
                    (OR)
      b. Point out the importance of rhythm and explain the different ways of achieving it.

14.   a. Analyse the standard colour harmonies.
                    (OR)
      b. Discuss about Prang colour chart.

15.   a. Assume your friend is stout . Give suggestions to improve the appearance
         through dress design.
                    (OR)
      b. Discuss dress style suitable for a person with broad shoulder and short waist.

Z-Z-Z   END

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BSc DEGREE EXAMINATION MAY 2022
(Second Semester)

Branch –   COSTUME DESIGN AND FASHION

WOVEN FABRIC MANUFACTURING

Time: Three Hours   Maximum: 50 Marks

SECTION-A (5 Marks)
Answer ALL questions
ALL questions carry EQUAL marks   (5 x 1 = 5)

1. Name the process of combining yarns from different cones together to form a sheet.
   (i) weaving   (ii) sizing   (iii) warping   (iv) winding

2. Label the secondary motion of loom.
   (i) shedding   (ii) picking   (iii) beat-up   (iv) take-up

3. Indicate the loom which produces 'bird's eye design'.
   (i) dobby   (iii) jacquard   (iii) leno   (iv) pile

4. Which weave has maximum number of binding points?
   (i) plain   (iii) twill   (iii) satin   (iv) honeycomb

5. Which nonwoven fabric is produced by the process of hydro-entanglement?
   (i) air-laid   (ii) melt-blown   (iii) spun lace   (iv) needle punched

SECTION - B (15 Marks)
Answer ALL Questions
ALL Questions Carry EQUAL Marks   (5 x 3 = 15)

6. a. Describe the drawing-in process.
   OR
   b. Narrate the passage of material in a cone-winding machine.

7. a. State about handlooms.
   OR
   b. Outline the auxiliary motions and its importance.

8. a. Explain the advantages of shuttle less looms.
   OR
   b. Summarize the woven fabric defects.

9. a. Describe the elements of design with example.
   OR
   b. State the properties of honeycomb weave.

10. a. Summarize the applications of nonwovens.
    OR
    b. Elucidate on needle-punched nonwovens.

SECTION – C (30 Marks)
Answer ALL Questions
ALL Questions Carry EQUAL Marks   (5 x 6= 30 Marks)

11. a. Discuss in detail about sectional warping machine.
    OR
    b. Outline the process of sizing.

12.a. Discuss the passage of yarn through loom with neat diagram.

OR

b. Outline the primary motion of loom.

13.a. Explain the working principle of Jacquard loom

OR

b. Outline the principle of multi-phase weaving.

14.a.Explain in detail about backed fabrics.

OR

b. Narrate about self-stitched double cloth with an example.

15.a. Enumerate on thermal bonding in nonwoven production process.

OR

b. Point out the features and manufacturing process of spun bonded nonwoven in detail.

Z-Z-Z   END

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BSc DEGREE EXAMINATION MAY 2022
(Second Semester)

Branch – **COSTUME DESIGN AND FASHION**

KNITTED FABRIC MANUFACTURING

Time: Three Hours   Maximum: 50 Marks

SECTION-A (5 Marks)
Answer ALL questions
ALL questions carry EQUAL marks   (5 x 1 = 5)

1   What is meant by intermeshing the yarn loops?
     (i)   weaving   (ii) knitting
     (iii) braiding   (iv) looping

2   What is the second basic knitting stitch?
     (i)   Slip   (ii) pearl
     (iii) purl   (iv) knot

3   What is the Total number of tracks present in latest knitting m/c?
     (i)   2   (ii) 3
     (iii) 4   (iv) 9

4   Which fabric is produced in flat knitting m/c?
     (i)   Single jersey structure   (ii) Rib structure
     (iii) Interlock structure   (iv) warp structure

5   which direction the yarns are fed in warp knitting machine?
     (i)   Wale wise   (ii) course wise
     (iii) Alternatively   (iv) concurrently

SECTION - B (15 Marks)
Answer ALL Questions
ALL Questions Carry EQUAL Marks   (5 x 3 = 15)

6   a   Classify the knitting machine.
                         OR
     b   Describe the gauge and loop length.

7   a   Sketch the passage of yarn in S/J machine.
                         OR
     b   Outline the knitting machine elements.

8   a   Describe the Scope of computerized Jacquard Knitting.
                         OR
     b   Outline the Jacquard knitting machine.

9   a   Describe the flat bed pearl knitting.
                         OR
     b   Describe the fabric quality control.

10   a   Explain the features of warp knitting and its application.
                         OR
     b   Describe the seamless knitting in detail.

SECTION -C (30 Marks)
Answer **ALL** questions
ALL questions carry **EQUAL** Marks   (5 x 6 = 30)

11 a   Distinguish weaving and knitting process.

OR

   b   Compare the warp and weft knitting.

12 a   Differentiate the types of stitches in knitting.

OR

   b   Elucidate the types of knit structures.

13 a   Highlights the defects, causes, and remedies of knitted fabric.

OR

   b   Explain the computerized jacquard knitting machine.

14 a   Elucidate the flat knitting structures.

OR

   b   Trace the passage of materials in flat knitting.

15 a   Discuss on warp knitting elements.

OR

   b   Elucidate the warp knitting structure and its types.

Z-Z-Z   END

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
BSc DEGREE EXAMINATION MAY 2022
(Fourth Semester)

Branch – COSTUME DESIGN AND FASHION

TEXTILE TESTING

Time: Three Hours   Maximum: 75 Marks

SECTION-A (10 Marks)
Answer ALL questions
ALL questions carry EQUAL marks   (10 x 1 = 10)

1   Choose the term which best describes Weight of water in a material expressed as a percentage of oven dry weight
   (i)   Moisture content
   (ii) Moisture Regain
   (iii) Relative humidity
   (iv) Absolute humidity

2   Indicate the principle on which Pressley tester a balance type tester works
   (i)   Weight
   (ii) Mass
   (iii) Moments
   (iv) a and b

3   Count of yarn is a numerical expression which defines its
   (i)   Strength
   (ii) Fineness
   (iii) length
   (iv) Twist

4   Chose the system of yarn numbering of cotton
   (i)   Direct
   (ii) Indirect
   (iii) Universal
   (iv) All

5   Identify the instrument used for determining Rubbing fastness
   (i)   Crockmeter
   (ii) Perspirometer
   (iii) Launderometer
   (iv) Drapemeter

6   Which of the following is the strength of fabric against a multi directional flow of pressure
   (i)   Bursting
   (ii) Tearing
   (iii) Tensile
   (iv) Linear

7   Gracefulness of a fabric is associated with its
   (i)   Strength
   (ii) Drape
   (iii) Air permeability
   (iv) Abrasion

8   Resistance of fabric to bending is
   (i)   Stifness
   (ii) Drape
   (iii) Strength
   (iv) Abrasion

9   Inspection of Size measurement is
   (i)   Raw material inspection
   (ii) Final inspection
   (iii) In process inspection
   (iv) Spreading inspection

10   Frayed edges are due to faults in
   (i)   spreading
   (ii) cutting
   (iii) sewing
   (iv) pressing

SECTION - B (35 Marks)
Answer **ALL** Questions
ALL Questions Carry **EQUAL** Marks (5 x 7 = 35)

11 a   Discuss about selection of samples for testing.
                              OR
    b   Narrate about fiber maturity and its importance.

12 a   How is yarn evenness determined?
                              OR
    b   Enumerate on yarn numbering system.

13 a   What is colour fastness? What are the different colour fastness tests to which a fabric is subjected?
                              OR
    b   Explain the following terms i) GSM   ii) Loop length and   iii) Air Permeability.

14 a   How is pilling of a fabric assessed?
                              OR
    b   Describe the method of testing crease recovery of a fabric.

15 a   Write a brief note on accessories inspection
                              OR
    b   Describe the quality standards for sewing threads and needles

SECTION - C (30 Marks)
Answer any **THREE** Questions
ALL Questions Carry **EQUAL** Marks (3 x 10 = 30)

16   Discuss the method of measuring fibre length .

17   Explain the principle and working of a lea strength tester.

18   Highlight the bursting strength testing of a fabric.

19   Summarise the procedure for determining tensile strength of a fabric.

20   Elucidate about the quality control in cutting, sewing and packing.

Z-Z-Z   END

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BSc DEGREE EXAMINATION MAY 2022
(Fourth Semester)

Branch – COSTUME DESIGN AND FASHION

HISTORIC COSTUMES AND TRADITIONAL TEXTILES

Time: Three Hours   Maximum: 75 Marks

SECTION-A (10 Marks)
Answer ALL questions
ALL questions carry EQUAL marks   (10 x 1 = 10)

1   _____ was the traditional cloth of the Roman women
    (i) Stola   (ii) Pepos
    (iii) Chiton   (iv) Uttaria

2   Mark the Unisex garment of Egyptians
    (i) Tunic   (ii) Kilt
    (iii) sash   (iv) Toga

3   In Baluchar, _____ type of thread was used for weaving brocades
    (i) Silk thread   (ii) Un twisted Silk thread
    (iii) Rayon   (iv) Cotton

4   _____ is the defining feature of Paithani.
    (i) Reversible pallav   (ii) Reversible border
    (iii) Kalachetra   (iv) Tercha

5   Select the traditional embroidery of Bengal
    (i) Kantha   (ii) Kasuti
    (iii) Phulkari   (iv) Kutch

6   In which embroidery, menthe stitch used.
    (i) Chikkenkari   (ii) Kasuti
    (iii) Phulkari   (iv) Kantha

7   Choose the Men's attire of West Bengal
    (i) Dhoti   (ii) Kasa
    (iii) Kasavu   (iv) Kocha

8   Pamita is the garment used by _____ peoples.
    (i) Tamilnadu   (ii) Kerala
    (iii) Karnataka   (iv) Andrapradesh

9   The full length pant of Persian men and women called _____
    (i) Shalvar   (ii) Pyjama
    (iii) churees   (iv) Sheath

10   Mark the outer garment used by renaissance France women
    (i) Shendyt   (ii) Ropa
    (iii) Billagichi   (iv) Chira

SECTION - B (35 Marks)
Answer **ALL** Questions
ALL Questions Carry **EQUAL** Marks (5 x 7 = 35)

11 a   Explain beginning of costumes.

OR

   b   Summarize the costumes of Greek.

12 a   State different techniques used in Bandhani.

OR

   b   Describe Himrus and Amrus.

13 a   Outline the stitches of Kasuti and explain it.

OR

   b   Bring out the different types of embroideries practiced in Gujarat.

14 a   Analyse and classify costumes of West Bengal.

OR

   b   Describe costumes of Gujarat.

15 a   Analyse the costumes used in France.

OR

   b   Explain the costumes of Persian period.

SECTION - C (30 Marks)
Answer any **THREE** Questions
ALL Questions Carry **EQUAL** Marks (3 x 10 = 30)

16   Highlight the costumes of Indus valley civilization.

17   Elucidate Kashmir shawls.

18   Discuss Phulkari.

19   Compare the costumes of Tamilnadu and Kerala.

20   Point out about the colonial costume in America.

Z-Z-Z   END

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BSc DEGREE EXAMINATION MAY 2022
(Fourth Semester)

Branch – COSTUME DESIGN & FASHION

APPAREL STATISTICS

Time: Three Hours   Maximum: 75 Marks

SECTION-A (10 Marks)
Answer ALL questions
ALL questions carry EQUAL marks   (10 x 1 = 10)

1   _____ is one which is collected by the investigator himself for the purpose of a specific inquiry or study.
   (i)   Secondary data   (ii)   Primary data
   (iii) Statistical data   (iv) Published data

2   In a grouped data the number of classes preferred are:
   (i)   minimum possible   (ii)   adequate
   (iii) maximum possible   (iv) any arbitrarily chosen number

3   Pie-chart represents the components of a factor by
   (i)   percentages   (ii)   angles
   (iii) sectors   (iv) circles

4   Pictograms are suitable for the data in
   (i)   counts   (ii)   intervals
   (iii) fraction   (iv) none of the above

5   The median of the various values 48,35,36,40,42,54,58,60 is
   (i)   40   (ii) 41   (iii) 44   (iv) 45

6   Mode is that value in a frequency distribution which possesses
   (i)   minimum frequency   (ii)   maximum frequency
   (iii) frequency one   (iv) none

7   Which one of the following methods is not used for measuring seasonal variation?
   (i)   Ratio to trend   (ii)   Least squares
   (iii) Ration to moving averages   (iv) Link relatives

8   Semi-averages method divides the given dataset into____parts.
   (i)   Two   (ii) Three   (iii) Four   (iv) Five

9   C-charts are based on the
   (i)   Normal distribution   (ii)   Poisson distribution
   (iii) Binomial distribution   (iv) Erlang distribution

10   A customer service hotline has received an average of 7 complaints a day for the last 25 days. what type of control chart should be used to monitor this hotline?
   (i) $\bar{x}$-chart   (ii) C-chart   (iii) np-chart   (iv) R-chart

SECTION - B (35 Marks)
Answer ALL Questions
ALL Questions Carry EQUAL Marks (5 x 7 = 35)

11 a   Bring out the methods of collecting the primary data.
                 OR
   b   Explain the functions of Statistics.

12 a   Summarize shortly about the Ogives of data.

OR

  b   Outline the objectives of tabulation. of data

13 a   Calculate the coefficient of variation from the following data

40   41   45   49   50   51   55   59   60   60

OR

  b   Find mean and median for the following data

47   50   59   65   68   53   71   74   65   68

14 a   The sales of a commodity in tones varied from January 2007 to December 2007 in the following manner.

280   300   280   280   270   240
230   230   220   200   210   200

sketch a trend line by the method of semi-averages.

OR

  b   Narrate the components of time series.

15 a   During the inspection of equal length of cable, the following are the number of defects observed 2,3,4,0,5,6,7,4,3,2. Draw the control chart for number of defects and comment whether the process is under control or not.

OR

  b   The following figure give the number defective in 20 samples, containing 2000 items.
425,430,216,341,225,32,280,306,337,305,356,402,315,126,409,193,280,389. Calculate the values for control line and limits for p charts.

SECTION - C (30 Marks)
Answer any **THREE** Questions
ALL Questions Carry **EQUAL** Marks (3 x 10 = 30)

16   Analyze the procedure to draft the Questionnaire.

17   Discuss the types of classification of data.

18   Estimate the mean, median and mode for the following data.

C.I	0-20	20-40	40-60	60-80	80-100
F	8	12	30	20	10

19   Production of rice in a district during the last 10 years is given below

Year	1999	200	2001	2002	2003	2004	2005	2006	2007	2008
Production	112000	12300	10600	13400	13800	14500	11600	14300	13600	15400

Using three yearly moving average point out the trend in the production of rice in districts.

20   The number of customers complaints received daily by an organization is given below:

Day	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Complaints	2	3	0	1	9	2	0	0	4	2	0	7	0	2	4

Does it mean that the number f complaints is under SQC? Established a control scheme for the future.

Z-Z-Z   END

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BSc DEGREE EXAMINATION MAY 2022
(Fourth Semester)

Branch – COSTUME DESIGN & FASHION

EXPORT MARKETING

Time: Three Hours   Maximum: 75 Marks

SECTION-A (10 Marks)
Answer ALL questions

ALL questions carry EQUAL marks   (10 x 1 = 10)

1. Entry barriers for a company to enter an industry can occur due to:
   (i) Switching costs
   (ii) Product differentiation
   (iii) Economic of scale
   (iv) Technology development

2. Growth with stability in global trade of india is:
   (i) Future of the policy
   (ii) Schemes of the policy
   (iii) Objectives of the policy
   (iv) Aims of the policy

3. The special economic zones policy supported by the _____.
   (i) SEZ Act
   (ii) SEBI Act
   (iii) RBI Act
   (iv) FERA Act

4. The export quality control and inspection Act is:
   (i) 1961
   (ii) 1963
   (iii) 1965
   (iv) 1967

5. Which of the following factors is not the cause for market failure?
   (i) Asymmetric information
   (ii) Public goods
   (iii) Externality
   (iv) Lack of demand

6. Which is not a characteristics of international marketing.
   (i) it is a sub-part of marketing
   (ii) It is a multinational process
   (iii) It is concerned with home nation
   (iv) It is a part of overall business activity

7. Mate's receipt is issued by:
   (i) Captain
   (ii) Assistant captain
   (iii) Billing authority
   (iv) Vehicle owner

8. Commercial invoice is the _____.
   (i) Submission document
   (ii) Preparation document
   (iii) Financial document
   (iv) None of these

9. The seller receives a part of the payment in cash and test in products under the agreement of:
   (i) Counter purchase method
   (ii) Buyback method
   (iii) Offset method
   (iv) Compensation deal

10. EXIM can be described as a _____.
    (i) Non-banking financial company
    (ii) Commercial bank
    (iii) Scheduled bank
    (iv) Non-banking non-financial company

SECTION - B (35 Marks)
Answer ALL Questions
ALL Questions Carry EQUAL Marks (5 x 7 = 35)

11. a) Bring out the methods of export marketing.

(or)

b) Describe the barriers of export marketing.

12. a) Develop the benefits of special economic zone.

(or)

b) Explain the types of export incentives.

13. a) Narrate the Indian trade promotional organization.

(or)

b) Show the factors affecting the international pricing decisions.

14. a) Produce the regulatory documents in export.

(or)

b) State the importance of commercial invoice.

15. a) Outline the letter of credit and state its advantages.

(or)

b) Comparison between factoring and forfaiting.

SECTION - C (30 Marks)
Answer any THREE Questions
ALL Questions Carry EQUAL Marks (3 x 10 = 30)

16. Distinguish between domestic market and international market.

17. Elucidate the benefits of export promotion.

18. Identify the instruments used of international distribution policy.

19. Classify the various types of export documentations.

20. Infer the EXIM bank and point out its function.

Z-Z-Z   END

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BSc DEGREE EXAMINATION – MAY 2022
(Sixth Semester)

Branch – COSTUME DESIGN AND FASHION

APPAREL MARKETING AND MERCHANDISING

Time: Three Hours   Maximum: 75 Marks

SECTION-A (10 Marks)
Answer ALL questions
ALL questions carry EQUAL marks   (10 x 1 = 10)

1   Marketing concept address the four P's: Product, Price, Promotion & _____
    (i)   Prestige   (ii) Place
    (iii) Promotion   (iv) Presentation

2   E- marketing is a part of _____.
    (i)   E-cash.   (ii) E-mail.
    (iii) E-commerce.   (iv) E-Payment

3   _____ means a worldwide search for the best available fabrics as garment production at the best price
    (i)   Purchase order   (ii) Sourcing
    (iii) Trade fair   (iv) Fabric planning

4   The purpose of supply chain management is
    (i) provide customer satisfaction   (ii) increase production
    (iii) improve quality of a product   (iv) integrating supply and demand management

5   _____ is media coverage that is not paid for and has a mass audience and high level of credibility
    (i)   Publicity   (ii) Reports
    (iii) Sources   (iv) Marketing

6   Strategic marketing planning establishes the _____
    (i)   Resource base provided by the firm's strategy
    (ii) Tactical plans that must be implemented by the entire organization
    (iii) Economic impact of additional sales
    (iv) Basis for any marketing strategy

7   _____ included the actual transportation of the product
    (i)   Distribution   (ii) Channels
    (iii) Handle   (iv) Transfer

8   A sales manager reviews the sales log to see what items were the best sellers. This marketing method is:
    (i) Sales Research   (ii) Consumer Research
    (iii) Comparison shopping   (iv) Consumer Publication

9   In which sample, does the Buyer confirms the workmanship details:
    (i) Proto Sample   (ii) PP Sample
    (iii) Fit Sample   (iv) TOP Sample

10   _____ is an element of "Sales Promotion" includes distribution of free samples, organizing trade fair, exhibition, offers, discount coupon etc.
    (i)   Marketing mix   (ii) Product mix
    (iii) Price mix   (iv) Promotion mix

SECTION - B (35 Marks)
Answer ALL Questions
ALL Questions Carry EQUAL Marks (5 x 7 = 35)

11 a State the importance of SWOT Analysis in marketing.

OR

b Describe the 4 P's in fashion marketing.

12 a Explain the types of sourcing in Supply Chain Management.

OR

b Differentiate sourcing and supply chain management.

13 a Explain the fashion product distribution channels.

OR

b Discuss about the strategic marketing plan with techniques.

14 a Explain the Flow process of the market research design.

OR

b Explain the secondary data collection methods.

15 a Narrate the methods of sales promotion in merchandising.

OR

b Explain about the buying agencies.

SECTION - C (30 Marks)
Answer any THREE Questions
ALL Questions Carry EQUAL Marks (3 x 10 = 30)

16 Point out the Maslow's hierarchy of needs in marketing.

17 Discuss about the historical perception of the sourcing in management.

18 Enumerate the fashion market size and structure in marketing.

19 Highlight the Importance of fashion forecasting techniques in the new product development.

20 Outline the duties and responsibilities of merchandiser in fashion sector.

Z-Z-Z   END

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BSc DEGREE EXAMINATION MAY 2022
(Sixth Semester)

Branch – **COSTUME DESIGN AND FASHION**

DISCIPLINE SPECIFIC ELECTIVE – II : APPAREL MANUFACTURING PRINCIPLES AND PRACTICES

Time: Three Hours   Maximum: 75 Marks

SECTION-A (10 Marks)
Answer ALL questions
ALL questions carry EQUAL marks   (10 x 1 = 10)

1 Material management and fabric ordering will be done by ……….. Department
   (i) purchase   (ii) production
   (iii) design   (iv) finance

2 The department basically engaged in determining how and where its merchandise i.e fabric will be obtained is
   (i) fabric sourcing   (ii) production
   (iii) purchase   (iv) design

3 Flat lock sewing machine is also called as
   (i) single needle   (ii) over lock
   (iii) cover-stitch   (iv) feed of the arm

4 The seam consists of an edge of material which is bound by another is
   (i) lapped   (ii) superimposed
   (iii) bound   (iv) flat

5 The planning of production in all aspects, from workforce activities to product delivery is
   (i) scheduling   (ii) operation planning
   (iii) sampling   (iv) sequencing

6 Follow-up and execution of garment export order, job scheduling are done by
   (i) layout   (ii) PPC
   (iii) planning   (iv) scheduling

7 The total amount or maximum level of output that can be produced in a particular period is
   (i) plant layout   (ii) capacity planning
   (iii) factory layout   (iv) process layout

8 Product layout is also called as
   (i) combination   (ii) line
   (iii) Functional   (iv) fixed position

9 A visualization of a sequence of actions, movements within a system is
   (i) travel chart   (ii) flow diagram
   (iii) SAM   (iv) process chart

10 The work content of a garment is measured by
   (i) Flow chart   (ii) travel chart
   (iii) multiple activity chart   (iv) SAM

SECTION - B (35 Marks)
Answer ALL Questions
ALL Questions Carry EQUAL Marks (5 x 7 = 35)

11 a   Describe about role of industrial engineering.
OR
b   Explain the activities of Design department.

12 a   Outline about the stitch forming mechanism.
OR
b   Summarize on computerized machine embroidery.

13 a   Bring out the objectives and functions of PPC.
OR
b   Explain about operation break down.

14 a   Narrate the factors influencing plant layout.
OR
b   Describe about capacity planning and its types.

15 a   Sketch about string diagrams and its benefits.
OR
b   State about Multiple activity chart and its types.

SECTION - C (30 Marks)
Answer any THREE Questions
ALL Questions Carry EQUAL Marks (3 x 10 = 30)

16   Enumerate on Fabric inspection.

17   Classify seams and stitches.

18   Point out the steps in setting up a garment industry.

19   Elucidate the types of plant layout.

20   Discuss about the time study methods.

Z-Z-Z   END