Reg. No. : ....

D 126   Q.P. Code : [07 DCD 02]

(For the candidates admitted from 2007 onwards)

B.Sc. DEGREE EXAMINATION, DECEMBER 2010.

First Year

Costume Design / Fashion

PRINCIPLES OF PATTERN MAKING AND GRADING

Time : Three hours   Maximum : 100 marks

Answer any FIVE of the following in detail.

(5 × 20 = 100 marks)

1. (a) Write the importance of taking standardized body measurement.

    (b) What are the different types of measurement explain?

2. (a) Explain the preparation of paper pattern.

    (b) Draw and explain the steps in drafting children's sleeve.

3. Explain about converting darts to partial yoke.

4. Explain the basic principles & fitting techniques.

5. Explain in detail about basic sleeves grading method.

6. Explain about the manual methods of pattern grading.

7. Explain about the rules in pattern layout.

8. (a) Describe in detail about types of layout with neat sketch.

    (b) What can be done if cloth is insufficient?

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D 128   Q.P. Code : [07 DCD 04]

(For the candidates admitted from 2007 onwards)

B.Sc. DEGREE EXAMINATION, DECEMBER 2010.

Second Year

Costume Design and Fashion

FASHION AND CLOTHING PSYCHOLOGY

Time : Three hours   Maximum : 100 marks

Answer any FIVE of the following in detail.

(5 × 20 = 100)

1. (a) Give an account on repetition of fashion.

    (b) Write about role of costumes as a status symbol.

2. (a) Describe about fashion innovation.

    (b) Describe about adoption of fashion.

3. Discuss in detail about types of display in visual merchandising of fashion.

4. Illustrate France as a world fashion centre.

5. Write about the tools and techniques used for merchandising.

6. Write about any two village India designers.

7. Briefly explain about any two designers of contribution line.

8. Describe about the contribution of well known designers from Italy.

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D 132   Q.P. Code : [07 DCD 08]

(For the candidates admitted from 2007 onwards)

B.Sc. DEGREE EXAMINATION, DECEMBER 2010.

Third Year

Part III — Costume Design and Fashion

APPAREL QUALITY AND MANAGEMENT

Time : Three hours   Maximum : 100 marks

FIVE out of Eight question to be answered.

(5 × 2 = 100)

1. Explain the following briefly :
    (a) Quality control
    (b) Establishing merchandising standards.

2. Explain about training qc personnel and sampling plans.

3. Explain in detail about production.

4. Explain the following :
    (a) Qualitative specification
    (b) Apparel manufacturing activity.

5. Explain the production system briefly.

6. Explain briefly about scheduling and its advantages.

7. Explain in detail about cost.

8. Explain the following :
    (a) Expenses and its types
    (b) Manufacturing budget.

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D 131

Q.P. Code : [07 DCD 07]

(For the candidates admitted from 2007 onwards)

B.Sc. DEGREE EXAMINATION, DECEMBER 2010.

Third Year

Part III — Costume Design and Fashion

FASHION AND APPAREL MARKETING

Time : Three hours   Maximum : 100 marks

Answer any FIVE questions.

SECTION A — (5 × 20 = 100 marks)

1. Explain in detail about micro and macro marketing.

2. Describe about the functions of marketing.

3. Discuss in detail about fashion and related cycles.

4. Write in detail about advertising media with suitable illustration which is used in apparel market.

5. Give an account on marketing research.

6. Explain about fashion sales promotional programmed for apparel marketing.

7. Discuss about pricing policies and strategies for apparel products.

8. Describe about the functions and factor influencing pricing.

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Reg. No. : ....

D 130   Q.P. Code : [07 DCD 06]

(For the candidates admitted from 2007 onwards)

B.Sc. DEGREE EXAMINATION, DECEMBER 2010.

Third Year

Costume Design and Fashion

TEXTILE WET PROCESSING

Time : Three hours   Maximum : 100 marks

Answer any FIVE questions.

(5 × 20 = 100 marks)

1. Describe about method of disizing and explain any one method with three bowl padding mangle.

2. Describe about pad chain mercerizing process.

3. Describe about dyeing of cotton with vat dyes.

4. Explain about vegetable dyes types and colours commonly used.

5. Describe about batik printing with chemical recipe.

6. Describe about effluent treatment of water methods.

7. Give an account on printing of silk with acid dyes.

8. Explain about rotary screen printing with neat diagram.

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