4. Explain the basic principles of cutting techniques.

3. Explain about converting darts to partial yoke.

2. Explain about children's sleeve.

1. Draw and explain the steps in drafting.

What are the different types of measurement?

Write the importance of taking standardized body measurements.

(5 x 20 = 100 marks)

Answer any FIVE of the following in detail.

PRINCIPLES OF PATTERN MAKING AND GRADING

Costume Design / Fashion

First Year

B.S. DEGREE EXAMINATION, DECEMBER 2010

FOR THE CANDIDATES ADMITTED FROM 2007 ONWARDS

G.R. CODE: [07 DCD 02]

Re: No.
ILLUSTRATE FRANCE AS A WORLD FASHION CENTRE.

4. Merchandising of fashion.

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

2. Describe about adoption of fashion.

1. (a) Describe about fashion innovation.

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

(c) Write an account on repetition of fashion.

(d) Give an account on repetition of fashion.

(e) Write any PIECE of the following in detail.

(f) Give any PIECE of the following in detail.

Maximum: 100 marks

TIME: Three hours

FASHION AND CLOTHING PSYCHOLOGY

Course: Design and Fashion

Second Year

B. Sc. Degree Examination, December 2010

(For the candidates admitted from 2007 onwards)

G. P. Code: [07 DCS 04]

Reg. No.:
Apparel Manufacturing Activity

1. Explain the following briefly:
   a) Advantages of apparel manufacturing
   b) Expenses and its types
   c) Explain in detail about production plan.
   d) Explain about training & personnel and sampling.
   e) Establishing merchandising standards.
   f) Quality control

2. (p) Appareals specification
   (a) Explain in detail about production.

3. Five out of Eight questions to be answered.

Time: Three hours
Maximum: 100 marks

APPAERAL QUALITY AND MANAGEMENT

Part III—Costume Design and Fashion

Third Year
B.S. DEGREE EXAMINATION, DECEMBER 2010

For the candidates admitted from 2007 onwards

G.P. Code: [07 DCD 08]

Reg. No.

D 132
SECTION A — (6 x 20 = 120 marks)

Answer any FIVE questions.

Section: THREE Hours

Maximum: 120 marks

PART III — COSTUME DESIGN AND FASHION MARKETING

B'SE DEGREE EXAMINATION, DECEMBER 2010

PROGRAMMED FOR APPAREL MARKETING.

6. Explain about fashion sales promotional strategies.

5. Give an account on marketing research.

4. Write in detail about advertising media and related cycles.

3. Discuss in detail about fashion and related cycles.

2. Describe about the functions of marketing.

1. Explain in detail about micro and macro market.

SECTION B — (3 x 40 = 120 marks)

Discuss about pricing policies and strategies for apparel products.

Describe about the functions and factors influencing pricing.

Influence pricing.

8. Describe about the functions and factor.
Answer any five questions.

Time: Three hours
Maximum: 100 marks

TEXTILE WET PROCESSING

Costume Design and Fashion

Third Year

B.S.C. DEGREE EXAMINATION, DECEMBER 2010
(for the candidates admitted from 2007 onwards)

G.P. Code: [07 DCD 06]

Rej. No:

1. Describe about method of disintegrating 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 batch printing with chemical.

Diagram.

6. Describe about rotary screen printing with neat.

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

8. Describe about efficient treatment of water.