

Reg. No. :

D 2077

Q.P. Code : [07 DCD 06]

(For the candidates admitted from 2007 onwards)

B.Sc. DEGREE EXAMINATION, DECEMBER 2013.

Third Year

Costume Design and Fashion

TEXTILE WET PROCESSING

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

(5 × 20 = 100)

1. Explain about methods of bleaching.
2. Describe about working principle of scouring process with kier diagram.
3. Explain about classification of dyes and its properties.
4. Give an account on vegetable dyes and its dyeing procedure.
5. Describe about water repellent and soil release finishes.
6. Discuss about working principle of winch.

7. Describe about method of printing.
 8. Explain about working principle of heat transfer printing.
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D 2078

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B.Sc. DEGREE EXAMINATION, DECEMBER 2013.

Third Year

Costume Design and Fashion

FASHION AND APPERAL MARKETING

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

(5 × 20 = 100)

1. Describe about classification of marketing.
2. Describe about micro and macro marketing environment
3. Explain about product, planning and development.
4. Describe about needs of new product development.
5. Describe about function of advertising agencies.

6. Explain about fashion advertising and preparation of advertising for apparel marketing.
 7. Describe about pricing strategies for new product.
 8. Explain about communication in promotion and personal selling.
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Third Year

Costume Design and Fashion

APPAREL QUALITY AND MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

(5 × 20 = 100)

1. Describe about scope of quality control.
2. Describe about merchandise standards and its needs.
3. Explain about establishing processing quality specification.
4. Describe about quality control inspection and procedure.
5. Describe about scope of apparel manufacturing activity.

6. Explain about basic production systems.
 7. Describe about producing many style simultaneously and its methods of quality control.
 8. Describe about break event charts with suitable example.
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