

Reg. No. : .....

**D 1046**

**Q.P. Code : [07 DCD 06]**

(For the candidates admitted from 2007 onwards)

**B.Sc. DEGREE EXAMINATION, MAY 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 working principle of gas singing process with neat diagram.
2. Describe about pad-chain mercerizing process with neat diagram.
3. Discuss about classification of dyes and its properties.
4. Describe about environmental problems in the finishing and dyeing industry.
5. Explain about working principle of winch and jigger dyeing machine.

6. Explain about flat bed screen printing machine.
  7. Explain about process sequence and techniques used in tie and dye.
  8. Describe about working principle of ink jet printing.
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B.Sc. DEGREE EXAMINATION, MAY 2013.

Third Year

Costume Design and Fashion

FASHION AND APPAREL MARKETING

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Explain about micro and macro marketing environment.
2. Write about standardization of marketing function.
3. Discuss about range of planning.
4. Describe about preparation of advertising for apparel market.

5. Explain about structure and functions of advertising agencies.
  6. Discuss about communication in promotion.
  7. Describe about pricing strategies for new products.
  8. Write about internal and external factors of pricing.
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