

Reg. No. : .....

**D 1570**

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

(For the candidates admitted from 2007 onwards)

**B.Sc. DEGREE EXAMINATION, MAY 2014.**

**Third Year**

**Costume Design and Fashion**

**TEXTILE WET PROCESSING**

**Time : Three hours**

**Maximum : 100 marks**

**Answer any FIVE questions.**

**All questions carry equal marks.**

**(5 × 20 = 100)**

1. Describe about methods of mercerizing.
2. Describe about working principle of gas singeing machine with neat diagram.
3. Explain about dyeing of cotton with vat dyes.
4. Give an account on working principle of package dyeing.
5. Describe about safety related finishes.

6. Explain about effluent treatment of water and its methods.
  7. Describe about process sequence and techniques used in tie and dye process.
  8. Explain about working principle of rotary screen printing machine.
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Reg. No. : .....

**D 1571**

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

(For the candidates admitted from 2007 onwards)

**B.Sc. DEGREE EXAMINATION, MAY 2014.**

**Third Year**

**Costume Design and Fashion**

**FASHION AND APPAREL MARKETING**

**Time : Three hours**

**Maximum : 100 marks**

**Answer any FIVE questions.**

**(5 × 20 = 100)**

1. Explain about trends in marketing environment.
2. Describe about nature of fashion products.
3. Explain about advertising media used in apparel market.
4. Describe about methods of marketing research.
5. Describe about importance of price policies.
6. Explain about methods of setting prices.

7. Describe about product-mix and range planning.
  8. Describe about advertising budget and advertising agencies.
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Reg. No. : .....

**D 1572**

**Q.P. Code : [07 DCD 08]**

(For the candidates admitted from 2007 onwards)

B.Sc. DEGREE EXAMINATION, MAY 2014.

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 needs of quality control of raw material.
2. Describe about quality control of finished garments.
3. Explain about quality control for packing and warehousing.
4. Describe about scope of apparel manufacturing activity.
5. Describe about types of control forms.

6. Explain about principle for choosing a production system.
  7. Describe about cash flow controls and standard cost sheets.
  8. Describe about types of costs and expenses.
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