

U.G. DEGREE EXAMINATION – DECEMBER 2023
Apparel and Fashion Design
Third Year
Apparel Standards, Specifications and Quality Control

Time : 3 Hours

Maximum Marks : 70

PART- A (3 x3 = 9 Marks)

Answer any THREE questions.

1. Define Quality.
2. What is AQL?
3. Who are the quality control personnel
4. List the testing parameters of yarn
5. Give short note on Quality Specification

PART - B (3 x 7 = 21 Marks)

Answer any THREE questions.

6. Define the following terms : a) Quality Control, b) Quality Assurance, c) Quality Management d) Standards E) Tolerance.
7. List the importance of care labels in apparels.
8. Brief on Ecolabels and Oeko-tex standards.
9. List the parameters that determine the quality of yarn in textiles.
10. Give the flowchart showing the management review.

PART–C (4 x 10 = 40 Marks)

Answer any FOUR questions.

11. Explain the various levels and sources of quality standards.
12. List down the common fabric defects and its testing methods.
13. How will you ensure quality during packaging, warehousing and shipping?
14. What are the common garment defects? Explain with suitable diagrams.
15. What are the criteria to assess the quality of accessories and trims of a garment?
16. Define an Analytical tool and discuss the criteria of the analytical tool.
17. Elaborate the steps involved in implementing quality system in production line.

U.G DEGREE EXAMINATIONS – DECEMBER 2023

Apparel & Fashion Design

Third Year

Apparel Marketing and Merchandising Management

Time : 3 Hours

Maximum Marks : 70

PART- A (3 x3 = 9 Marks)

Answer any THREE questions.

1. Define Merchandising
2. List the duties of Merchandiser
3. Give short note on Fashion Market
4. Brief about women's apparel marketing
5. Mention the note on fabric sourcing

PART – B (3 x 7 = 21 Marks)

Answer any THREE questions.

6. Differentiate micro and macro marketing.
7. Write shortnotes on advertising budget.
8. Explain the organizational structure of an apparel industry with the help of a flow chart.
9. Discuss the importance of communication in sourcing and enquiry.
10. Briefly explain the assortment strategies in apparel manufacturing.

PART -C(4 x 10 = 40 Marks)

Answer any FOUR questions.

11. Write notes on Fashion marketing, its size, structure and environment.
12. Explain various types of fashion advertising and its preparations.
13. Classify exporters and buyers and brief on them.
14. Define samples and elaborate on the types of samples used in garment industry.
15. Explain the packing list and its content with a suitable example in connection to apparel industry. Also discuss the types of packing in apparel industry.
16. List and discuss the essential skills of a good merchandiser.
17. Enumerate on the roles and functions of the marketing department in the apparel industry.

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**U.G. DEGREE EXAMINATION —
DECEMBER, 2023.**

Apparel and Fashion Design

Third Year

**COMPUTER APPLICATIONS IN APPAREL
INDUSTRY**

Time : Three hours

Maximum marks : 70

PART A — (3 × 3 = 9 marks)

Answer any THREE questions.

1. Define CCMS.
2. List three disadvantages of using CAM.
3. Define Pattern Grading.
4. What are the advantages of computerized sewing machine?
5. Define Production scheduling.

PART B — ($3 \times 7 = 21$ marks)

Answer any THREE questions.

6. Explain the types of storage devices in computer.
7. Define CAD and CAA. List its functions.
8. Describe the application of CAD in designing knits.
9. Brief on system description.
10. State the use of computers in labelling.

PART C — ($4 \times 10 = 40$ marks)

Answer any FOUR questions.

11. Explain the following:
 - (a) Generations of a computer
 - (b) Organization of computer sections.
12. Discuss the role of computers in production planning and scheduling.
13. Discuss the role of CAD in garment designing.
14. Explain the process involved in Pattern making by using CAD.

15. Discuss the application of computers in spreading and marker planning.
 16. Elaborate on computerized sewing machines.
 17. Elaborate on the role of computers in textile designing.
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