

**FOURTH SEMESTER M.Sc. DEGREE (REGULAR/SUPPLEMENTARY)
EXAMINATION, APRIL 2022**

(CBCSS)

Fashion and Textile Designing

FTD 4C 08—FASHION BUSINESS MANAGEMENT

(2019 Admission onwards)

Time : Three Hours

Maximum : 30 Weightage

General Instructions

1. *In cases where choices are provided, students can attend all questions in each section.*
2. *The minimum number of questions to be attended from the Section / Part shall remain the same.*
3. *The instruction if any, to attend a minimum number of questions from each sub section / sub part / sub division may be ignored.*
4. *There will be an overall ceiling for each Section / Part that is equivalent to the maximum weightage of the Section / Part.*

Section A

Answer any four questions.

Each question carries 2 weightage .

1. Write on textile management ?
2. Discuss on Operation work center scheduling ?
3. Sum up some points on Foundations of individual behavior ?
4. What is Apparel marketing ?
5. Write short notes on Customer relationship in apparel industry ?
6. Give details on labour scheduling and Store management ?
7. Comment on Boutique design.

(4 × 2 = 8 weightage)

Turn over

Section B

Short Essay Type - Answer any *four* questions. Each question carries 3 weightage :

- 8 Explain about Textile production system ?
- 9 Differentiate process layout and cellular layout.
- 10 Write about Strategies for improving decision making teams.
- 11 Write in detail about Marketing environment.
- 12 Explain about Unprofitable customers.
- 13 Write briefly about Reducing inventory shrinkage.
- 14 Explain about layouts for Boutique.

(3 × 4 = 12 weightage)

Section C

Answer any *two* questions. Essay Questions. Each question carries 5 weightage

- 15 Explain about various improvements in Textile productivity.
- 16 Give a detailed account of performance appraisal.
- 17 Describe about Sources of power and effective use of power.
- 18 Elucidate about Promoting ethical behavior.

(5 × 2 = 10 weightage)

**FOURTH SEMESTER M.Sc. DEGREE (SUPPLEMENTARY/IMPROVEMENT)
EXAMINATION, MARCH 2021**

(CUCSS)

Fashion and Textile Designing

AD 4E 101—VISUAL MERCHANDISING AND FASHION COMMUNICATION

(2012 Admissions)

Time : Three Hours

Maximum : 36 Weightage

Part A

Answer the following.

Each question carries a weightage of 1.

1. Define Promotion.
2. What is fashion communication ?
3. Define Publicity.
4. Define Nonverbal communication.
5. What is store plan ?
6. Define Budget.
7. Define Advertising.
8. What is window Display ?
9. Define Mannequin.
10. What is event management ?
11. What are 4 elements of visual merchandising ?
12. What is POP ?
13. Define fashion journalism.
14. What is product mix ?

(14 × 1 = 14 weightage)

Turn over

Part B

Answer any seven question.

Each question carries a weightage of 2.

15. Explain the role of communication in fashion industry.
16. Explain the types of fashion show in detail.
17. What is trade organization ? Explain its importance.
18. Write a note on fashion photography.
19. List and explain the types of lighting used in visual merchandising.
20. What are the forms of communication ?
21. List the process of material selection.
22. What are trade organization explain.
23. Explain different types of advertising.
24. What are modular fixture explain its importance.

(7 × 2 = 14 weightage)

Part C

Answer ant two question.

Each question carries a weight of 4.

25. Explain in detail the different types of communication in fashion industry.
26. How visual merchandising helps in promotion and sales explain.
27. What is the significance of fashion journalism in promotional activities ?
28. Discuss the stages involved in store planning.

(2 × 4 = 8 weightage)

**FOURTH SEMESTER M.Sc. DEGREE (SUPPLEMENTARY/IMPROVEMENT)
EXAMINATION, MARCH 2021**

(CUCSS)

Fashion and Textile Designing

AD4C009—FASHION BUSINESS MANAGEMENT

(2012 Admissions)

Time : Three Hours

Maximum : 36 Weightage

Part A

Answer the following.

Each question carries a weightage of 1.

1. Define Facility Services.
2. Define Export.
3. What are Work Load ?
4. What is Retailing ?
5. What is Market Segment ?
6. Define Consumer Behaviour.
7. What is Break-even Price concept ?
8. What is CMT cost ?
9. What is Fashion Forecasting ?
10. What is Scientific Advertisement ?
11. What is Facility Layout ?
12. Define Product Service.
13. What are cost benefits ?
14. What is Marketing Environment ?

(14 × 1 = 14 weightage)

Part B

Answer any seven question.

Each question carries a weightage of 2.

15. Write a note on consumer behaviour in Apparel and Fashion Market.
16. List the different types of Promotional Methods.
17. What is Marketing Concept ? Explain.
18. Explain the operation strategies in Textile Industry.
19. Write the Manufacture's criteria followed in developing new product.
20. List the objectives of Advertisement.
21. Write a note on AIDA concepts.
22. List the sources of funds in Textile Business. Explain any two.
23. Write in detail about methods of setting Price.
24. Explain the Role and Function of a Visual Merchandising.

(7 × 2 = 14 weightage)

Part C

Answer any two question.

Each question carries a weight of 4.

25. Explain the Product Life-cycle.
26. Explain the importance of price policies in market segment.
27. Explain the tools and various source of data collection in Research.
28. Write a note on :
 - (a) Performance Appraisal in Apparel industry.
 - (b) Job evaluation in Apparel industry.

(2 × 4 = 8 weightage)