

SIXTH SEMESTER U.G. DEGREE EXAMINATION, MARCH 2022

(CBCSS—UG)

Costume and Fashion Designing

CFD 6B 18—PERSONAL GROOMING AND STYLIZING

(2019 Admissions)

Time : Two Hours

Maximum : 60 Marks

Section A*Answer at least **eight** questions.**Each question carries 3 marks.**All questions can be attended.**Overall Ceiling 24.*

1. Define grooming personality.
2. What is the role of stylist in fashion industry ?
3. Write the importance of self-grooming.
4. Write the psychological importance of colour theory.
5. How do you combine the styling with accessories ?
6. How the personal grooming improve the self-confidence of a person ?
7. How accessories play an important role in styling ?
8. Write the importance of marketing the products in styling.
9. What is personal interview ?
10. Write the importance of magazine.
11. Write the impact of advertisement in fashion industry.
12. What are the work carried by editorial stylist ?

(8 × 3 = 24 marks)

Turn over

Section B

Answer at least five questions.

Each question carries 5 marks.

All questions can be attended.

Overall Ceiling 25.

13. Give a brief account on fashion show styling.
14. Discuss about commercial styling and personal styling.
15. List out some fashion accessories with neat sketch.
16. How do you maintain your wardrobe ?
17. Give a short note on merchandise styling.
18. Write the importance of photo-shoot in styling.
19. What is product styling ? Explain.

(5 × 5 = 25 marks)

Section C

Answer any one question.

The question carries 11 marks.

20. How to create an advertising campaign for a particular product ? Explain.
21. Explain how to build a professional wardrobe collection ?

(1 × 11 = 11 marks)

SIXTH SEMESTER U.G. DEGREE EXAMINATION, MARCH 2022

(CBCSS—UG)

Costume and Fashion Designing

CFD 6B 17—FASHION RETAIL AND VISUAL MERCHANDISING

(2019 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

Section A (Short Answer Type Questions)*Answer at least ten questions.**Each question carries 3 marks.**All questions can be attended.**Overall Ceiling 30.*

1. What is called Mass Merchants ?
2. What is called Mail order retailing ?
3. What is called Retail store outlet ?
4. Application of colour in Visual merchandising.
5. Write two objectives of Visual merchandising.
6. What is called store planning ?
7. What is called Window display ?
8. What is called Focus Lighting ?
9. Define Modular Fixtures.
10. Define Signage.
11. Define Graphics.
12. What is called child mannequins ?
13. What is called Fashion show ?
14. What are the importance of designer fashion show ?
15. What is called trade fair show event ?

(10 × 3 = 30 marks)

Turn over

Section B (Paragraph Type)

Answer at least five questions.

Each question carries 6 marks.

All questions can be attended.

Overall Ceiling 30.

16. Discuss about the importance of E-commerce.
17. Explain about the speciality store for the fashion products.
18. Write about the benefits of the visual merchandising.
19. Discuss about the Island window display.
20. Emphasis the Elevated window display.
21. Illustrate and explain the store layout plan.
22. Enumerate the combined store layout.
23. Explain about the importance of fashion show.

(5 × 6 = 30 marks)

Section C (Essay Type)

Answer any two questions.

Each question carries 10 marks.

24. Emphasise the importance of the non-store based retailing.
25. Detailed note on Elements of Visual merchandising.
26. Discuss about the Grid and forced path store layout.
27. Discuss about the planning of the fashion show event.

(2 × 10 = 20 marks)

SIXTH SEMESTER U.G. DEGREE EXAMINATION, MARCH 2022

(CBCSS—UG)

Costume and Fashion Designing

CFD 6B 16—APPAREL COSTING

(2019 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

Section A (Short Answer Type Questions)*Answer at least ten questions.**Each question carries 3 marks.**All questions can be attended.**Overall Ceiling 30.*

1. Define Direct Cost.
2. List two reasons for costing.
3. What is pre-costing ?
4. Direct wages - define.
5. What is direct material cost ?
6. What is distribution overhead ?
7. Name two elements considered for fabric Finishing.
8. Why should fabric dyeing cost be considered for cost calculation ?
9. List the trims to be included in cost calculation.
10. What is CVP ?
11. What is specific order costing ?
12. What is MOQ ?
13. What is surplus budget ?
14. Brief about Balanced budget.
15. What is the purpose of budget ?

(10 × 3 = 30 marks)

Turn over

Section B (Paragraph Type Questions)

Answer at least five questions.

Each question carries 6 marks.

All questions can be attended.

Overall Ceiling 30.

16. List out the uses of cost accounting.
17. Write about overhead costs.
18. What are the steps involved in cost estimation process of Dyeing ?
19. Explain about price volume analysis.
20. Explain about budget development process.
21. Differentiate variable cost and semi variable cost.
22. What assumptions does CVP make ?
23. Differentiate static and flexible budget.

(5 × 6 = 30 marks)

Section C (Essay Type)

Answer any two questions.

Each question carries 10 marks.

24. Explain in detail about types of cost.
25. What do you mean by marginal revenue ? Clear out the relation between marginal revenue and average revenue ?
26. What is the role overhead cost in costing and explain its types ?
27. Explain in detail about the budgetary process.

(2 × 10 = 20 marks)

SIXTH SEMESTER (CUCBCSS-UG) DEGREE EXAMINATION, MARCH 2022

Costume and Fashion Designing

CFD 6E 01—FASHION DESIGN COLLECTION/TEXTILE COLLECTION

(2014 to 2018 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part AAnswer *all* the following questions :

1. Give a short note on clothing.
2. Define fashion designing.
3. Give the importance of make up for women.
4. Write about the importance of grooming.
5. Define personality.
6. State about formal style of hairstyles.
7. Highlight about the role of good leader.
8. What is mean by design collection and its functions ?
9. What is meant by recycling ?
10. What is waste management ?

(10 × 1 = 10 marks)

Part BAnswer any *five* of the following :

11. Highlight about the importance of clothing for women.
12. Name any *two* types of men's apparels.
13. Write about the casual make up with its methods.
14. State about role of personality in fashion industry.
15. How to improve grooming ?

Turn over

16. Give a short note on mood board presentation.
17. Enlist the benefits of recycling with examples.

(5 × 2 = 10 marks)

Part C

Answer any *six* of the following :

18. Explain about the Men grooming techniques adopted.
19. State about the formal hair styles followed by women.
20. Describe about the factors involved in formal make up systems.
21. Write about the characteristics of a healthy personality with suitable examples.
22. Infer about the positive communication technique with examples.
23. Discuss about the steps involved in story board preparation.
24. Quote any famous textile design collections with example.
25. Give a brief note on accessory board collection.

(6 × 5 = 30 marks)

Part D

Answer any *two* of the following :

26. Highlight in detail about the personality development techniques adopted in fashion industry with examples .
27. Narrate about the confidence building techniques and its importance for individual persons.
28. Discuss about the different types of board preparation techniques used in portfolio presentation in the fashion industry.
29. Discuss briefly about the different methods of recycling industrial wastes to be followed in textile industry.

(2 × 15 = 30 marks)

SIXTH SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION, MARCH 2022

Costume and Fashion Designing

CFD 6B 14--GARMENT COSTING

(2014 to 2018 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part A*Answer the following.*

1. What is estimating ?
2. Recall the meaning of costing.
3. What do you mean by indirect materials ?
4. What are the types of labour cost ?
5. How is factory cost is calculated ?
6. What is selling price ?
7. What is administrative overhead ?
8. What is Contribution to sales ratio ?
9. What do you mean by marginal revenue ?
10. What is marketing cost analysis ?

(10 × 1 = 10 marks)

Part B*Answer any five of the following.*

11. Define semi variable cost.
12. Show the prime cost with example.
13. Write about cost sheet.
14. List the various overheads.
15. Compare the fixed and variable costs.
16. Contrast the Direct vs. Indirect Costs.
17. How much should be budgeted for marketing ?

(5 × 2 = 10 marks)

Turn over

Part C

Answer any six of the following.

18. Elaborate on various forms of wastages in apparel industry.
19. Discuss on the dyeing cost in garment industry.
20. Calculate knitting cost & rate and knitted fabric cost & price using the parameters given below.
21. Explain about the direct cost.
22. Write about the various INCO terms being used in garment industry.
23. What are the factors which affect the shipment cost ?
24. List in detail the accessories used in apparel industry.
25. Describe about the basics of accounting for marketing activities.

(6 × 5 = 30 marks)

Part D

Answer any two of the following.

26. Illustrate in detail about the cost sheet with example.
27. Discuss about the fixed and variable budget.
28. Explain and calculate under-applied and over-applied overhead rate. Give an example.
29. Elaborate on a list of typical marketing expenses.

(2 × 15 = 30 marks)

**SIXTH SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION
MARCH 2022**

Costume and Fashion Designing
CFD 6B 13—VISUAL MERCHANDISING
(2014 to 2018 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part A

Answer all the following questions.

Each question carries 1 mark.

1. State about fashion industry.
2. What is the benefit of visual merchandising ?
3. Define Texture
4. Write about the fashion business.
5. Define Dress form.
6. Define Light and its types.
7. Give a short note on mannequin.
8. Highlight on 3D Dressing.
9. Define fashion show.
10. Explain about fixtures.

(10 × 1 = 10 marks)

Part B

Answer any five of the following.

Each question carries 2 marks.

11. State about the role of visual merchandising.
12. Name any two types of method used for merchandising.
13. Write about the colour with its qualities.
14. State about the role of displays in fashion business.

Turn over

15. Discuss about store lay out planning.
16. Write about the types of fixtures.
17. Enlist the benefits of fashion shows with examples.

(5 × 2 = 10 marks)

Part C

*Answer any **six** of the following.*

Each question carries 5 marks.

18. Highlight the visual merchandising techniques used in fashion industry.
19. State about the principles of visual merchandising.
20. Explain- window display methods.
21. State about the exterior store layout planning with suitable examples.
22. Infer about the different types of colour schemes.
23. Give a brief note on types of mannequins with its importance.
24. State about the fixing methods for fixtures.
25. Explain about the steps involved in promotion of facts in fashion show.

(6 × 5 = 30 Marks)

Part D

*Answer any **two** of the following.*

Each question carries 15 marks.

26. Describe briefly about the different visual merchandising techniques used in fashion shops and its functions with examples .
27. Narrate about the different types of interior store layout planning and its importance.
28. Enumerate about the any three types of dress forms used in the fashion industry.
29. Discuss briefly about the different methods of conducting fashion shows in exhibitions

(2 × 15 = 30 marks)