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Time : 2 Hours

FIBRE TO FABRIC & FASHION MARKETING

Subject Code

V	4	2	6	5
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Total No. of Questions : 23 (Printed Pages : 4)

Maximum Marks : 50

- INSTRUCTIONS :**
- (i) All questions are compulsory.
 - (ii) There are *four* sections in this question paper (A, B, C & D).
 - (iii) Figures to the right indicate marks allotted to each question.
 - (iv) Write the number of each question clearly on the answer book.
 - (v) In question no. 20 and question no. 23 there is an option.
 - (vi) Draw and use colours wherever necessary.
 - (vii) Use of non-scientific calculator is permitted.

SECTION A

Question number 1 – 3 : Choose the appropriate option

Question Number 4 – 6 : Answer in a word, phrase or figure.

Question Number 7 – 8 : Answer in one or two lines.

1. The type of layout that is commonly suitable for non-repetitive jobs is

1

- Product layout
- Fixed position layout
- Combination type of layout
- Process layout

2. The mechanical finish that produces raised figures or designs in relief on the fabric surface is 1
 - Napping finish
 - Creping finish
 - Embossing finish
 - Tenterring finish
3. Over-bleaching of cotton and linen goods should be avoided as it causes 1
 - weakening of fabrics
 - puckering of fabrics
 - stiffening of fabrics
 - smoothening of fabrics
4. What does 'D' in AIDA stand for ? 1
5. Name *one* grease absorbent. 1
6. What is the movement of the water particles that helps to remove non-greasy dirt from the fabrics called ? 1
7. Why is beetling finish given to a fabric ? 1
8. What is price ? 1

SECTION B

Question Number **9–14** : Answer the following in *three* to *four* lines.

9. Why is Anti-bacterial finish given to a fabric ? 2
10. How does the nature of the product influence price decisions ? 2

- | | | |
|-----|--|---|
| 11. | Why are closed stores considered better than open stores ? | 2 |
| 12. | Stiffening agents are used for laundry work. Write <i>two</i> reasons. | 2 |
| 13. | State the advantages of dry cleaning. | 2 |
| 14. | What is the purpose of visual merchandising ? | 2 |

SECTION C

Question number **15–20** : Answer the following.

- | | | |
|-----|---|---|
| 15. | Design a care label with minimum three care instructions. | 3 |
| | Size : 8 cms × 6 cms | |
| 16. | Explain any <i>three</i> ways of having sales promotion. | 3 |
| 17. | How is weighting finish given to silk, cotton and wool ? | 3 |
| 18. | Why are electric irons the most convenient ? | 3 |
| 19. | State <i>three</i> disadvantages of online shopping. | 3 |
| 20. | How is Mercerizing finish given to a fabric ? | 3 |

OR

- | | | |
|-----|-------------------------------|---|
| 20. | Describe a waterproof fabric. | 3 |
|-----|-------------------------------|---|

SECTION D

Question numbers **21 – 23** : Answer the following.

- | | | |
|-----|--|---|
| 21. | Draw a layout with key and index for a unit manufacturing kids wear. | 4 |
| | Size : 15 cms × 20 cms | |
| | Marks Allotment | |
| | Key & Index – 2 marks | |
| | Layout details – 2 marks | |

22. Design a Banner for a boutique having its 'Monsoon Sale'. 4

Size : 12 cms × 15 cms

Name & Address of the boutique : Dress Up

Shop No. 9 R.G. Road

Pernem Goa

Contact No. 1234567890

Marks Allotment :

Name, Address & Contact No. – 1 mark

Logo – $\frac{1}{2}$ mark

Validity – $\frac{1}{2}$ mark

Use of Colour – 1 mark

Title/Topic of Sale – $\frac{1}{2}$ mark

Tagline/Slogan – $\frac{1}{2}$ mark

23. Explain the cost-plus pricing of a party wear for a 12-year old girl in a tabular format and calculate all the mark-up calculations in detail. 4

OR

23. Explain the cost-plus pricing of a kurti for a teenaged girl in a tabular format and calculate all the mark-up calculations in detail. 4

Marks Allotment :

Pricing details in tabular format – 2 marks

All mark-up calculations in detail – 2 marks