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Time : 2 Hours FIBER TO FABRIC AND FASHION MARKETING

Subject Code

(New Syllabus)

V	2	6	5
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Total No. of Questions : 5

(Printed Pages : 5)

Maximum Marks : 50

INSTRUCTIONS : (i) Answer each question on a fresh page.

(ii) Write the number of each question and sub-question clearly.

(iii) All questions are compulsory.

(iv) Figures to the right indicate full marks.

(v) Draw and use colours wherever necessary.

(vi) The question paper consist of *five* questions.

(vii) Use of a simple calculator is permitted.

1. (A) Answer the following in *one to two* words : 1
- (1) What is the custodian of stores known as ?
- (B) Answer the following in *one to two* sentences : 1
- (1) Describe a size label.
- (C) Answer any *one* of the following : 3
- (1) Write *three* advantages of Product Layout.
- (2) Write a note on Bagging.

- (D) Draw a layout within a size of 20 cms × 15 cms with key and index for an unit manufacturing nighties. 5

Marks allotment :

Layout size	:	½ mark
Layout details	:	2½ marks
Key and index in a tabular format	:	<u>2 marks</u>
		5 marks

2. (A) Write the *correct* alternative from those given below : 1
- (1) Low grade wool is weighted with
- (a) Caustic soda
- (b) Magnesium chloride
- (c) Calcium carbonate
- (d) Magnesium bicarbonate
- (B) Answer the following : 2
- (1) List any *four* chemical finishes.
- (C) Write *two* reasons for the following : 2
- (1) Bleaching is done before the final finishes are given to the yarn or fabric.
- (D) Answer any one in *two* to *three* sentences : 2
- (1) How is Embossed finish preserved on a fabric ?
- (2) Distinguish between a Durable finish and a Semi-durable finish.
- (E) Answer the following : 3
- (1) Write a note on Moireing.

3. (A) Answer in *one to two* words : 1
(1) A small appliance used to remove wrinkles from fabrics or garments.
- (B) Answer the following in **2-3** sentences : 2
(1) What are water softeners ?
- (C) Write *two* reasons for the following : 2
(1) Why are clothes laundered ?
- (D) Answer the following in **2-3** sentences : 2
(1) Why is Blue used in the last rinse for bleached cotton and linen ?
- (E) Answer the following : 3
(1) What are the properties of a good laundry soap ?
4. (A) Write the *correct* alternative from those given below : 1
(1) Fashion shows that are easiest to produce are
- (a) Designer Trunk shows
 - (b) Informal fashion shows
 - (c) Departmental fashion shows
 - (d) Formal fashion shows
- (B) Answer the following in **1-2** sentences : 1
(1) Write the purpose of Advertising.
- (C) Answer the following in **5-6** sentences : 3
(1) What steps are taken to organise a fashion show ?

(D) Answer any *one* of the following :

5

(1) Prepare a Leaflet for a Boutique having its 1st anniversary sale.

Name and address of the Boutique :

“HER STOP”

Shop No. 04, Galaxy Plaza,

Dr. Alberto Gonsalves Road,

Bicholim, Goa

Contact number : 1234567890

Size of the Leaflet : 15 cms × 12 cms

(2) Prepare a Discount coupon for a Boutique having a festival offer.

Name and address of the Boutique :

“HER STYLE”

Shop No. 07, Tulip Tower

Raikar Road, Rachol, Goa

Contact number : 1234567890

Size of Discount coupon : 13 cms × 08 cms

Marks allotment :

Correct size : ½ mark

Name and address : 1 mark

Logo : 1 mark

Details and overall presentation : 2½ marks

5 marks

5. (A) Answer in *one to two* words : 1
- (1) A type of negotiation in which the buyer or seller of goods or services debate the price and exact nature of a transaction.
- (B) Answer the following : 1
- (1) Define price.
- (C) Answer the following in 5-6 sentences. 3
- (1) Write the disadvantages of online shopping.
- (D) Answer the following : 5
- (1) Design a narrow skirt for a teenager and explain its cost plus pricing in a tabular format.

Mark allotment :

Design with colour	:	1 mark
Pricing details in tabular format	:	2 marks
All mark up calculations	:	2 marks
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		5 marks