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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
 - Tentering 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 *two* 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 *three* 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 *three* 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