

Sr. No. _____

Roll No. _____

M. DESIGN, SEMESTER – II EXAMINATION

(SUB: INTRODUCTION TO DESIGN EXPANSION; PAPER CODE: - 15030201)

Time: 03:00 Hrs

Max. Marks: 50

Instructions:

1. Write Roll No. on the Question Paper.
2. Candidate should ensure that they have been provided with correct question paper. Complaint(s) in this regard, if any, should be made within 15 minutes of the commencement of the exam. No complaint in this regard will be entertained thereafter.
3. Parts of a question should be attempted in sequential order. Marks are indicated against each question.
4. Draw diagram wherever required.

SECTION – A

ATTEMPT ALL THE QUESTION: -

(5x2=10 Marks)

- Q1. Name any 4 elements of fashion?
- Q2. Definition of FAD with suitable examples?
- Q3. What do you understand by Haute couture and prêt e porter, and how they are different from each other?
- Q4. Name and describe any two factors affecting Fashion?
- Q5. Name and describe any two main features of fashion?

SECTION – B

ATTEMPT ANY 4 QUESTION: -

(4x5=20 Marks)

- Q6. How sociological factor affect the fashion?
- Q7. Distinguish between structural and applied design?
- Q8. Briefly describe the Social aspect of clothing?
- Q9. Distinguish between conspicuous consumption and emulation?
- Q10. Distinguish between individuality and conformity?
- Q11. Describe the functions of clothing and how they origin?

SECTION – C

ATTEMPT ANY 2 QUESTION: -

(4x5=20 Marks)

- Q12. Describe the role of designer in design expansion?
OR
- Q13. Give brief description of 'Design development' according to the consumer?
- Q14. What do you understand by Fashion Cycle? Elaborate with the help of a diagram?
OR
- Q15. Briefly describe the adoption theory of Fashion?

Roll No. _____

M. DESIGN, SEMESTER – II EXAMINATION
(SUB: Fashion Business & Design Management; PAPER CODE: - 15030202)

Time: 03:00 Hrs

Max. Marks: 50

Instructions:

1. Write Roll No. on the Question Paper.
2. Candidate should ensure that they have been provided with correct question paper. Complaint(s) in this regard, if any, should be made within 15 minutes of the commencement of the exam. No complaint in this regard will be entertained thereafter.
3. Parts of a question should be attempted in sequential order. Marks are indicated against each question.
4. Draw diagram wherever required.

SECTION-A

Attempt all the Questions:-

(5X2=10)

- Q1. Define customer & consumer ?
- Q2. What do you mean by Fad fashion ?
- Q3. Explain World Trade Organization ?
- Q4. List down the clothing categories ?
- Q5. Explain CAD & CAM ?

SECTION-B

Attempt any FOUR Questions:-

(4X5=20)

- Q6. Write a note on fashion adoption theories .
- Q7. Explain evolution of international fashion industry?
- Q8. What is the need of clothing in terms of protection, communication and decoration ?
- Q9. Briefly explain consumer buying behavior.
- Q10. Differentiate between Demographic and Psychographic trends.
- Q11. Discuss about various accessories used in fashion industry.

SECTION-C

Attempt any TWO Questions: -

(2X10=20)

- Q12. Explain the role of Indian & international trendsetting fashion designers.

OR

- Q13. What are factors which influence the fashion?

- Q14. Explain the factors leading mass production of clothing and development of RTW [Ready to wear] industry?

OR

- Q15. Explain Fashion cycle. Support your answer with suitable diagram?

Roll No. _____

M. DESIGN, SEMESTER – II
CONSUMER BEHAVIOUR IN FASHION & RETIAL INDUSTRY
PAPER CODE: - 15030203

Time: 03:00 Hrs

Max. Marks: 50

Instructions:

1. Write Roll No. on the Question Paper.
2. Candidate should ensure that they have been provided with correct question paper. Complaint(s) in this regard, if any, should be made within 15 minutes of the commencement of the exam. No complaint in this regard will be entertained thereafter.
3. Parts of a question should be attempted in sequential order. Marks are indicated against each question.
4. Draw diagram wherever required.

SECTION – A

ATTEMPT ALL THE QUESTION: -

(5x2=10)

- Q1. Dcfinc fashion marketing.
- Q2. What is retail consumer?
- Q3. What do you understand with outlet?
- Q4. Tell the name of consumer motivation theory.
- Q5. What do understand to the lifestyle products?

SECTION – B

ATTEMPT ANY 4 QUESTION: -

(4x5=20)

- Q1. Describe about chain store and departmental store.
- Q2. What do you understand to consumer satisfaction?
- Q3. What is group dynamic and reference group?
- Q4. Explain the characteristics of consumer behavior in fashion marketing?
- Q5. Define the scope and importance of consumer behavior.
- Q6. Describe the types of situational influence.

SECTION – C

ATTEMPT ANY 2 QUESTION: -

(4x5=20)

- Q1. What is market segmentation? Explain the types of market segmentation.
OR
- Q2. Describe consumer motivation and it's theory.
- Q3. What are the characteristics of perception? And describe about consumer characteristics affecting perception.
OR
- Q4. What are the factors and internal source effecting to consumer behavior?

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B. DESIGN, SEMESTER – IV EXAMINATION

(SUB:- FASHION MARKETING & MERCHANDISING, PAPER CODE:-15020401)

Time: 03:00 Hrs

Max. Marks: 50

Instructions:

1. Write Roll No. on the Question Paper.
2. Candidate should ensure that they have been provided with correct question paper. Complaint(s) in this regard, if any, should be made within 15 minutes of the commencement of the exam. No complaint in this regard will be entertained thereafter.
3. Parts of a question should be attempted in sequential order. Marks are indicated against each question.
4. Draw diagram wherever required.

ATTEMPT ALL THE QUESTIONS

(5x2=10)

- Q1. Any two elements of marketing?
- Q2. What do you understand by the term publicity ?
- Q3. What is GPT ?
- Q4. Why is trim testing required in garment industry?
- Q5. Type of merchandiser in fashion industry?

ATTEMPT ANY 4 QUESTIONS

(4x5=20)

- Q1. Definition of marketing mix?
- Q2. What is the role of merchandiser with packing department?
- Q3. Describe the market segmentation?
- Q4. Write a short description about the product – mix?
- Q5. What is the role of merchandiser with shipment department?
- Q6. How many tastings are required in garment?

ATTEMPT ANY 2 QUESTIONS

(2x10=20)

- Q1. Describe about the basic elements of the marketing?
OR
- Q2. What is marketing mix ? Explain?
- Q3. Definition of the merchandising? What is the role and responsibilities of merchandiser?
OR
- Q4. What is the costing ? Make a costing sheet with suitable example ?

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B. DESIGN, SEM – IV, EXAMINATION

(SUB: Leather Science; PAPER CODE:-15020402)

Time: 03 : 00 Hrs

Max. Marks: 50

Instructions:

1. Write Roll No. on the Question Paper.
2. Candidate should ensure that they have been provided with correct question paper. Complaint(s) in this regard, if any, should be made within 15 minutes of the commencement of the exam. No complaint in this regard will be entertained thereafter.
3. Parts of a question should be attempted in sequential order. Marks are indicated against each question.
4. Draw diagram wherever required.

SECTION – A

Attempt All the Questions: -

[5X2=10 Marks]

- Q.1. What is skin? (2)
- Q.2. What is leather? (2)
- Q.3. Explain dermis. (2)
- Q.4. What is fat? (2)
- Q.5. What is muscle? (2)

SECTION – B

Attempt any 4 Questions :-

[4X5=20 Marks]

- Q.6. Explain the pre-tanning socking and bating process. (5)
- Q.7. Write the properties of saddle leather? (5)
- Q.8. Briefly explain pickling and de-pickling process. (5)
- Q.9. Brief about plating and drying? (5)
- Q.10. What are the properties required for sports goods leather? (5)
- Q.11. Brief about liming and de-liming? (5)

SECTION – C

Attempt any 2 Questions :-

[2X10=20 Marks]

- Q.12. Explain the skin components with neat diagram. (10)
- OR
- Q.13. Explain the peddle and drum procedure of tanning process. (10)
- Q.14. Write about different kinds of leather finishing (10)
- OR
- Q.15. What do you understand about chrome and vegetable tanning leather? (10)

Roll No. _____

B. DESIGN, 4TH SEMESTER
(SUB NAME & CODE:- FASHION FORECASTING - 15020403)
END TERM THEORY EXAMINATION

Time: 03:00 Hrs

Max. Marks: 50

Instructions:

1. Write Roll No. on the Question Paper.
2. Candidate should ensure that they have been provided with correct question paper. Complaint(s) in this regard, if any, should be made within 15 minutes of the commencement of the exam. No complaint in this regard will be entertained thereafter.
3. Parts of a question should be attempted in sequential order. Marks are indicated against each question.
4. Draw diagram wherever required.

SECTION-A

Attempt all the Questions: -

(5X2=10)

- Q1. Define Fashion?
- Q2. What do you mean by Fashion forecasting?
- Q3. Explain Market research?
- Q4. List down the supportive measures for forecasting?
- Q5. Explain Customer & Consumer?

SECTION-B

Attempt any FOUR Questions: -

(4X5=20)

- Q6. Write a note on importance of fashion.
- Q7. Explain any forecast story in fashion journals?
- Q8. What is the need of forecasting in the fashion industry?
- Q9. Briefly forecasting schedule.
- Q10. Explain role of promotional activities for forecasting.
- Q11. Discuss about forecasting services & networking.

SECTION-C

Attempt any TWO Questions: -

(2X10=20)

- Q12. Explain Research process in forecasting with examples.
OR
- Q13. Explain the involvement of Human resources & materials in forecasting?
- Q14. How to do trend analysis for different seasons.
OR
- Q15. Explain the role relation between designer & merchandiser?

B. DESIGN, 4TH SEMESTER
COMMUNICATION SKILLS - 15020404
END TERM THEORY EXAMINATION

Time: 03:00 Hrs

Max. Marks: 50

Instructions:

1. Write Roll No. on the Question Paper.
2. Candidate should ensure that they have been provided with correct question paper. Complaint(s) in this regard, if any, should be made within 15 minutes of the commencement of the exam. No complaint in this regard will be entertained thereafter.
3. Each part is compulsory. Marks are indicated against each question.
4. Draw diagram wherever required.

PART-I

Attempt all the following questions:

(5X2=10)

- Q1. What do you mean by active listening?
- Q2. Define summary.
- Q3. What is resume?
- Q4. Draft any 5 questions for the quarry of detailed information about fashion industry.
- Q5. Describe your current working profile in fashion designing.

PART – II

Attempt any 4 questions:

(4x5=20)

- Q1. Differentiate curriculum vitae and resume.
- Q2. Point out the advantages of regular newspaper reading.
- Q3. Draft an invitation for the inauguration of the exhibition of your newly designed skirts.
- Q4. Write a short story on the fable which you came across in your childhood period.
- Q5. Develop a conversation between you and your friend on the forthcoming seminar in your department. (Word limit 100 words)
- Q6. Write the summary of the following passage.

Words are everything. Words give the world and life and everything in it meaning. And because people must effectively and efficiently convey meaningful information to each other, strong communication is what keeps most of the world moving in the same general direction. (At least most of the time.) Consequently, communication is one of the most crucial aspects of the working world. It's needed to form trusting relationships, close business deals, conduct interviews, draw in customers and retain clientele, etc. And it's needed to accomplish things, which are for certain. Written communication is just one form of communication, albeit an important one. In examining the aforementioned reasons that communication is important, one may look more deeply and understand how each can be accomplished, in part, through effective writing – whether in emails, letters, social media posts, memos, newsletter, etc. The may also want to consider how each opportunity – like closing business deals, or drawing in customers – can be tarnished with bad writing. For example, a badly worded email, or a letter, with spelling mistakes, miscommunicated ideas, and careless grammatical errors are enough for a potential client to lose interest in a

business deal or an investment; likewise, a business contract written in fallible, ambiguous language can ruin a good relationship any day.

PART – III

Attempt any 2 questions: -

(2x10=20)

- Q1. Draft a short report on your previous industry visit.
- Q2. Write an article on the 'New trends in Fashion Designing in India.
- Q3. Write a job application letter for the post of Assistant designer in Jhavery Collections, Chandani Chawk, New Delhi. Invent the necessary details and resume.
- Q4. Read the passage carefully and answer the following questions.

There are contradiction and conflict over the issue of several medical risks produced by new contaminant and pollutants. These elements are creating dangerous effect on human body and diseases because of DDT, smog and nuclear fallout. Scientists argue with disagreement and say that risks have been always taken without knowing further harms. The process of developing nuclear bombs and killing mosquitoes, the air is polluted with strontium-90 and DDT that influences the blood functioning, and leads to unpredictable consequences. In fact human body becomes the centre of experiment, and even public health statistics can only predict the hazards related to these new pollutants. And , the people, having concern with the developing hazards and unintentional damage to the environment, say that science aims for grand purpose related to explore and discover new territories. They say that similar risks have been taken earlier. And without risks, science and technology cannot produce progress.

The size and persistence of probable errors has also developed with the growth and power of Science and technology. The earlier risks in the name of technological progress were boiler explosions on the first steam boats or the early injuries from radium. These risks were restricted to small places and short time. But new dangers are neither local nor brief. Air pollution covers large areas. Nuclear fallout is worldwide Synthetic chemicals persist for years. Radioactive pollutants can remain for generations and carbon-14 can persist for thousand years. The excess of carbon dioxide from fuel combustion results into floods which may cover a large area of present earth. Meanwhile, the marginal space for possible errors is also reduced because of latest and enhanced technology. Initially, certain numbers of errors like boiler explosions were tolerated because art was not improved. But, now a single error in nuclear power plant can destroy cities, thousands of people and the whole area will become uninhabitable. And, no one would like to receive such disaster for the sake of development and modern science.

- a) What are the elements that develop changes in human body?
- b) How does blood functioning get affected because of pollution.
- c) According to scientists, what is the aim of science?
- d) What shorts of accidents appeared in the beginning of technology?
- e) Write the theme of the passage.

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B. DESIGN, SEMESTER – IV EXAMINATION
(SUB: German Language (FL); PAPER CODE: - 15020411)

Time: 03:00 Hrs

Max. Marks: 50

Instructions:

1. Write Roll No. on the Question Paper.
2. Candidate should ensure that they have been provided with correct question paper. Complaint(s) in this regard, if any, should be made within 15 minutes of the commencement of the exam. No complaint in this regard will be entertained thereafter.
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4. Draw diagram wherever required.

SECTION - A

ATTEMPT ALL THE QUESTIONS

(5x2=10)

Q1. Answer the following questions

- (a) Was möchten Sie Trinken?
- (b) Was möchten Sie Essen?
- (c) Was möchten Sie werden?
- (d) Wie ist das Wetter?
- (e) Wie ist dein Zimmer?

SECTION - B

ATTEMPT ANY 4 QUESTIONS

(4x5=20)

Q2. Write down the forms of conjugation (ie, ich, du, er/sie/es, Sie, wir and Ihr) of the following verbs. (Any 5)

- (a) Sprechen or machen
- (b) Tanzen or singen
- (c) Machen or kommen
- (d) Wollen or möchten
- (e) Essen or trinken

Q3. Translate the following Months from English to German: (Any 5)

January
February
March
April
May
June
July

Q4. Match the followings.

- (a) zu Ende (1) subtitles
- (b) Ecke (2) glad
- (c) Kaufen (3) over

- (d) Untertitel (4) to buy
(e) Froh (5) corner

Q5. Write down the meanings of the following words in English (Any 10)

- (a) die Lampe (b) Unterhaltung (c) Kalt (d) Heiß (f) Tag (g) Woche
(h) Unfall (i) Können (j) die Zeit (k) Sprechen (l) Lecker (m) der Tee

SECTION-C

ATTEMPT ANY 2 QUESTIONS

(2x10=20)

Q6. Fill in the blanks (any 10) by choosing the appropriate verb given in the brackets:-

- (a) Ich ----- Milch trinken. (möchte,gehe,tanze)
(b) ----- Sie schwimmen? (haben,können)
(c) Im Deutschunterricht ----- wir auf Deutsch sprechen.(müssen.haben)
(d) Er ----- Englisch sprechen. (kann,bin)
(e) Er ----- das Handy auf den Stuhl. (legt,sucht,sieht)
(f) Es ist mir Kalt. Ich -----einen Pullover. (brauche,arbeite)
(g) Sie ist schläfrig. Sie möchte ----- . (schlafen,wohnen)
(h) Du -----einen Computer. (hast,bist)
(i) Wir -----heute eine Kamera. (kaufen,sprechen)
(j) Peter ----- bei Siemens. (arbeitet, wohnt)
(k) Wir ----- Singen.
(l) Ich----- ein Buch. (trinke,lese)

Q7. Translate from English to German:- (Any 5)

- (a) I am a boy.
(b) I see a Cat.
(c) I live in Delhi.
(d) My name is Sam.
(e) What is this?
(f) I have a Dog.

Q8. Write down the indefinite article (ein,eine,ein). (any 10)

- (a) der Hund (b) die Katze (c) die Frau (d) das Buch (e) der Kuli (f) das Mädchen
(g) das Auto (h) die Uhr (i) der Mann (j) die Tochter (k) der Kaffee (l) der Fisch

Q9. Write down the Plural form of the following words.(Any 10)

- (a) der Hund (b) die Frau (c) das Auto (d) das Zimmer (e) der Mann (f) das Hotel
(g) die Mütter (h) der Spiegel (i) der Sohn (j) der Vater (k) der Bruder (l) der Paß