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Time : 2 Hours FIBER TO FABRIC AND FASHION MARKETING

Subject Code

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 consists of *five* questions.
- (vii) Use of a simple calculator is permitted.

1. (A) Answer the following in *one* or *two* words : 1
- (1) The procurement of goods and services from some external agencies.
- (B) Answer the following in *one* or *two* sentences : 1
- (1) Write any *one* feature of a good layout.
- (C) Answer any *one* of the following : 3
- (1) Explain Boxing as a packing equipment.
- (2) Describe the care label.

- (D) Draw a dress layout within a size of 20 cms × 15 cms of a unit manufacturing baby dresses. 5

Marks allotment :

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

2. (A) Answer the following in *one to two* words : 1
- (1) The finish used to bring a fabric to required dimension of width and length.
- (B) Answer the following in *two to three* sentences : 2
- (1) What is a chemical finish ?
- (C) Write *two* reasons to the following question : 2
- (1) Finishing aims in improving the appearance and attractiveness of the material.
- (D) Answer any *one* of the following : 2
- (1) Write a short note on Anti-Mildew Finish.
- (2) Write a short note on calendaring.
- (E) Answer the following in *five to six* sentences : 3
- (1) Explain any *three* treatments given prior to finishing processes.
3. (A) Write the *correct* alternative from those given below : 1
- (1) A spot or mark of discolouration left on fabric is a
- Stain
 - Booster
 - Bleach
 - Detergent

- (B) Answer the following in *two to three* sentences : 2
(1) What is a sleeve board ?
- (C) Write two reasons to the following question : 2
(1) Stiffening agents are used in laundry work.
- (D) Answer the following in *two to three* sentences : 2
(1) Write any *two* properties of a good laundry soap.
- (E) Answer the following in *five to six* sentences : 3
(1) What is meant by dry cleaning ?
4. (A) Write the *correct* alternative from those given below : 1
(1) The term used in advertising to cover all methods of transmitting a sales message.
- Media
 - Newspaper
 - Radio
 - Television
- (B) Answer the following in *one to two* sentences : 1
(1) Write any *one* objective of advertising.
- (C) Answer the following in *five to six* sentences : 3
(1) How can a window display be created effectively ?
- (D) Answer any *one* of the following : 5
(1) Prepare a leaflet for an Exhibition cum sale.

Name and address of the Exhibition cum sale SRUJAN

Shop No. 12, Angaraki building, Pernem Goa

Contact No. 1234567890

Size of leaflet : 20 cms × 15 cms

Or

- (2) Prepare a banner for the Inauguration of a new boutique.

Name and address of the boutique

KUVIRA

Shop No. 28, Heritage building

Opposite Almedia High School

Ponda-Goa

Contact No. 1234567890

Size of banner : 20 cms × 15 cms

Marks allotments :

Correct size : ½ marks

Name and address : 1 mark

Logo : 1 mark

Details and overall presentation : 2½ marks

5 marks

5. (A) Answer the following in *one* or *two* words : 1

- (1) The price assigned to items that are purchased via internet shopping.

- (B) Answer the following in *one to two* sentences : 1
- (1) Explain the term Bargaining.
- (C) Answer the following in *five to six* sentences : 3
- (1) Write *three* disadvantages of on-line shopping.
- (D) Design a uniform for a Higher secondary school girl and explain its cost plus pricing in a tabular format. 5

Marks 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