KUMARAGURU
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character is life

Register Number: ……………………..

**B.TECH DEGREE EXAMINATIONS: NOV/DEC 2014**

(Regulation 2009)

Fourth Semester

**FASHION TECHNOLOGY**

FTY106:Fashion Product development

**Time: Three Hours**                                              **Maximum Marks: 100**

**Answer all the Questions:-**

**PART A (10 x 1 = 10 Marks)**

1.  _____ is called the sandwich generation

    a)  Silencers                              b)  Woodstock baby boomers

    c)  Zoomer baby boomers                    d)  Generation 'Y'

2.  _____ is also called as the "Echo Boom"

    a)  Generation 'X'                         b)  Generation 'Y'

    c)  Generation 'Z'                         d)  Millennial

3.  A grouping of related merchandise designed for a specific target market is called _____

    a)  Niche market                           b)  Product line

    c)  Market segmentation                    d)  Merchandise direction

4.  Creativity may be divided into _____ and _____

    a)  Subjective, objective                  b)  Cognitive, artistic

    c)  Realistic, virtual                     d)  Aesthetic , functional

5.  Line development includes all the process required to _____

    a)  Translate a line plan into real        b)  Idea into concept
        merchandise

    c)  Creative to end product development    d)  Merchandise to customer

6.  _____specifications identify critical measurements for each size of the style and the methods of measurements.

    a)  Size and fit                           b)  Sales samples

    c)  Product development                    d)  Proto type

7. _____sequence is dependent on styling, materials, seam types, quality level and equipment.

    a) Thread                             b) Assembly

    c) Spreading                       d) Finishing

8. _____ are based on perfect production patterns and style specifications.

    a) Material specifications         b) Style samples

    c) Style numbers                 d) Technical designs

9. New direction of fashion is sometimes called as _____

    a) Fashion                         b) Fashion Trend

    c) Signature collections           d) Style

10. _____ are at the end of the product chain, as they buy up items retailers no longer want to stock.

    a) Drop shippers                b) Liquidators

    c) Consumers                   d) Flea markets

## PART B (10 x 2 = 20 Marks)

11. Enlist notable generation 'Y' personalities

12. Classify customers

13. Write the significance of prototype in apparel production

14. Differentiate between line concept and group concept

15. Define line adoption.

16. What is style release

17. Write a note on apparel manufacturing level

18. Define product positioning

19. Coordinating with availability – quote two examples

20. Write a note on – "Communication design into manufacturability"

## PART C (5 x 14 = 70 Marks)

21. a) i) Discuss the various segments of fashion industry

      ii) Discuss on the important happenings which have been the background to today's world of fashion

### (OR)

  b) i) Classify the society as per different generations and explain their characteristics

      ii) Explain the various classification of apparel products

22. a) Demonstrate the manipulations of design elements with suitable examples and illustrations.

**(OR)**

b) Explain the various steps involved in implementing a line concept

23. a) Elucidate the determination of styles and balance of assortments in the line adoption stage

**(OR)**

b) Summarize the activities involved in preparing a technical design for an apparel product

24. a) Explain the procedures followed in apparel product positioning

**(OR)**

b) Give a brief account on the ways and means followed to assemble and finish apparel products

25. a) Describe the analysis of functional characteristics of fabrics.

**(OR)**

b) Describe the basic principles of fabric sourcing and selection.

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