



B.TECH DEGREE EXAMINATIONS: MAY 2017

(Regulation 2014)

Sixth Semester

FASHION TECHNOLOGY

U14FTT601: Apparel Product Development

COURSE OUTCOMES

- CO1: Acquire knowledge on segments of fashion industry and able to classify apparel products, influence of customer, and different generations behind the costume changes.
- CO2: Define knowledge on developing fashion concepts such as concept generation, concept screening, line concept etc. Create fashion idea, manipulation of design elements.
- CO3: Ability to identify creative design, develop prototype, line adoption. Knowledge on technical design.
- CO4: Acquire skills on product positioning strategy, sizing and fit in material selection, final assembly and finishing, garment presentation.
- CO5: Acquire knowledge on defining proto development – fabric sourcing and selection. Analysis of functional and aesthetics of fabrics and trims. Visualization and communication design on to manufacturability.

Time: Three Hours

Maximum Marks: 100

**Answer all the Questions:-
PART A (10 x 1 = 10 Marks)**

1. Matching the followings:

CO1 [K₄]

List I	List II
A. Baby boomlet	i. Caroline Kennedy
B. Zoomer Boomers	ii. Madame de Pompadour
C. Louis XV	iii. Echo boom
D. Queen of fashion	iv. Marie Antoinette.

- | | A | B | C | D |
|----|-----|----|-----|----|
| a) | ii | i | iii | iv |
| b) | iii | iv | ii | i |
| c) | ii | iv | iii | i |
| d) | iii | i | ii | iv |

2. One of the following has the retail strategy similar to catalog retailers.

CO1 [K₁]

- | | |
|-----------------------|------------------------|
| a) Mass retailers | b) Store retailers |
| c) Internet retailers | d) Specialty retailers |

3. Which of these statements are correct? CO2 [K₄]
1. The planning strategy is for establishing new line direction to product new trend in apparel category.
 2. Design creation is reflected in establishing line direction tasks.
 3. Product line is a grouping of related merchandise designed for a specific target market.
 4. Finished fabrics may be ordered from limited stock.
- a) 1, 3 b) 1, 4
c) 1, 2 d) 2, 3
4. It includes all the process required to translate a line plan into real merchandise. CO2 [K₂]
- a) Line development b) Line direction
c) Product line d) Line Planning
5. Assertion (A): Technical designers specialize in specific product categories and serve as the coordinating point and communication hub for most post adaptation activities related to product development. CO3 [K₅]
- Reason (R): Technical designers' decisions focus on the newly adopted individual styles in each merchandise group and their salability and producibility.
- a) Both A and R are Individually true and R is the correct explanation of A b) Both A and R are Individually true but R is not the correct explanation of A
c) A is true but R is false d) A is false but R is true
6. It is a process of combining different ideas, facts or experiences to form a single idea or impression. CO4 [K₂]
- a) Line direction b) Synthesize current issues
c) Concept generation d) Idea generation
7. Special sewing and finishing specifications related to CO4 [K₅]
1. Packaging, 2. Pressing, 3. Sewing operations, 4. Garment-finishing processes,
- a) 2-3-4-1 b) 1-3-2-4
c) 3-4-2-1 d) 4-1-3-2
8. Technical design cost estimating is based on style samples and specifications and is much more detailed than ----- design costing. CO5 [K₂]
- a) Technical adoption b) Line adoption
c) post adoption d) Pre adoption

9. Assertion (A): Consumers perceptions of products may be based on natural knowledge, CO5 [K₄]
depending on personal preferences or priorities.

Reason (R): Purchases made by customers determine the success of the decisions made by
apparel professionals.

- a) Both A and R are Individually true and R is the correct explanation of A b) Both A and R are Individually true but R is not the correct explanation of A
c) A is true but R is false d) A is false but R is true

10. Identification and development of a complete description of a style is the primary purpose of CO4 [K₂]
----- of the garment analysis guide.

- a) Part four b) Part two
c) Part three d) Part one

PART B (10 x 2 = 20 Marks)
(Answer not more than 40 words)

11. Classify the various types of apparel products. CO1 [K₂]
12. Mention the significance of demographics study. CO1 [K₁]
13. Identify methods of developing the line concepts. CO2 [K₃]
14. What are the impacts of retail consulting and direction? CO2 [K₁]
15. Summarize the important characters of engineer production patterns. CO3 [K₂]
16. Distinguish between concept testing and concept screening. CO3 [K₄]
17. Enlist feature of style description in the development process. CO4 [K₁]
18. Specify functions of fit indicator in the sizing system. CO4 [K₂]
19. Identify uniqueness of style number in the product development process. CO4 [K₄]
20. What are the significant features of apparel design technology? CO5 [K₁]

Answer any FIVE Questions:-
PART C (5 x 14 = 70 Marks)
(Answer not more than 300 words)

Q.No. 21 is Compulsory

21. What are the factors which are influencing customer to motivate behind the costumes CO1 [K₁]
change?
22. Elaborate different types of segments and their contributions in the fashion industry. CO1 [K₅]

- | | | |
|--|-----|-------------------|
| 23. Explain the significant role of the principles of creative fashion ideas. | CO2 | [K ₄] |
| 24. Discuss elaborately on methods of manipulating design elements into apparel product development process. | CO2 | [K ₄] |
| 25. Elaborate about the important roles of technical designer in the apparel industry. | CO3 | [K ₂] |
| 26. Critically evaluate the importance of sizing and fit in ladies garments. Also state how material selection is based on size and fit for ladies wear. | CO4 | [K ₅] |
| 27. Discuss on efficient methods of achieving visualization and communication design into manufacturability. | CO5 | [K ₄] |
