

QP CODE: 26019570



Reg No :

Name :

M.Sc DEGREE (CSS) EXAMINATION, MARCH 2026

Fourth Semester

M Sc HOME SCIENCE BRANCH X(D) - FAMILY AND COMMUNITY SCIENCE

**ELECTIVE - HS800403 - GARMENT PRODUCTION TECHNOLOGY AND FASHION
MARKETING**

2019 Admission Onwards

23505B1B

Time: 3 Hours

Weightage: 30

Part A (Short Answer Questions)

*Answer any **eight** questions.*

Weight 1 each.

1. Explain the manufacturing function of production department.
2. Explain the coating systems adopted to fix resins on substrates.
3. Explain Class 500 stitch.
4. Write on the basic components of pressing.
5. Explain the term quality.
6. Place
7. What Is a Free Flow Store Layout?
8. What are consumer goods?
9. Explain business analysis stage in product development process.
10. What is meant by price skimming?

(8×1=8 weightage)

Part B (Short Essay/Problems)

*Answer any **six** questions.*

Weight 2 each.

11. Elaborate on budgeting function of finance department.
12. Explain Graniteville system and Dallas system of fabric inspection.
13. Differentiate between flat spread and stepped spread.





14. Explain different modes of marker making.
15. Illustrate fashion cycle.
16. Explain the roles and responsibilities of a merchandiser.
17. Differentiate between product bundling and brand extensions.
18. Explain manufacturing costs.

(6×2=12 weightage)

Part C (Essay Type Questions)

*Answer any **two** questions.*

Weight 5 each.

19. Elaborate on marketing function of marketing department.
20. Explain different types of power knives.
21. Discuss about the sales promotion techniques used in marketing.
22. Define product and give the classification of products.

(2×5=10 weightage)

