ARKA JAIN University, Jharkhand

4th Semester Final Examination – 2018-19

Subject: Draping-II

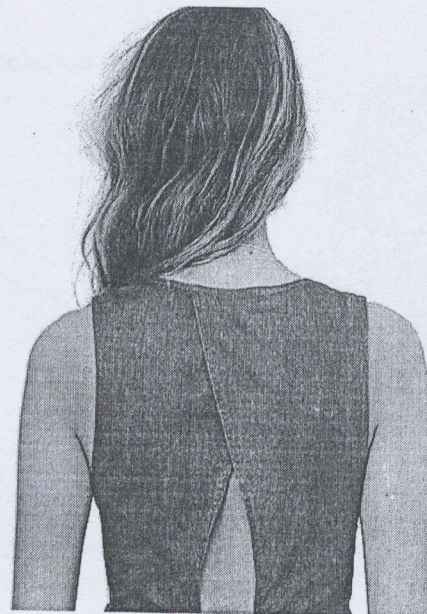Time: 3 Hours

Course: BA (Hons.) FD
Full Marks: 50
Pass Marks: 20

- Question Paper consists of one question which is compulsory.
- Evaluation will based on basis of design choice/ creativity, choice of fabric and color and neatness and accuracy of the drape.
- Part A has two options to choose from. Part B is compulsory.

PART A (30 marks)

Q.1)Create a drape of a top with interesting stylines. (Basic princess and Basic armhole princess are notallowed)

OR

Q2.) Create the top, the picture of which is attached in fabric of your choice. It should be an exact replication in terms of style and fit.

PART B(20 marks)

Q.1)Create a drape of an interesting Skirt to go with the top you created. (Avoid doing just a basic skirt.)

ARKA JAIN University, Jharkhand

4th Semester Final Examination – 2019-20

Subject : Pattern Making III

Time : 3 Hours

Course: BA FD
Full Marks : 50
Pass Marks: 20

- All patterns should be labelled properly.
- Test fits to be properly pinned onto the dress forms for evaluation.
- Question 1 and 2 are optional questions.

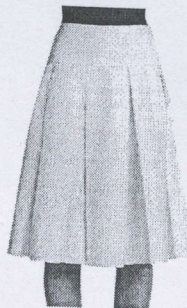**Q. 1) Create a PM test fit for either of the two illustrated cowls.** (20)

a.

Design 3

b.

Q. 2) Create pattern for
a. **full circle skirt. (Use the table for radius calculation of the skirt) OR** (20)

b. **Skirt with yoke**

Q. 3) Create pattern for BOX fitted foundation using your basic torso / sheath foundation. (10)

2 – c – X

ARKA JAIN University, Jharkhand

4th Semester Final Examination – 2019-20

Subject : Garment Construction III

Time : 3 Hours

Course: BA FD
Full Marks : 50
Pass Marks: 20

- All garments to be neatly ironed ironed and folded.
- All threads to be trimmed

Q. 1) Create a dress with the following foundation and finishes (50)

    a. **SHIFT foundation**

    b. **Round neck with facing or bound seam**

    c. **Sleeve to be finished with facing**

    d. **Back opening - concealed zipper**

    e. **Side seams - overlock or french seam**

    f. **Back slit**

    g. **Bottom hem of own choice**

2 - C - X

Subject : Marketing Management

Time : 3 Hours

Course: B.A.
Full Marks : 70
Pass Marks: 28

- Candidates are required to give their answers in their own words as far as practicable.
- Question Paper is divided into **Three Parts –A, B & C**
- **Part-A** is compulsory.
- **Part- B** contains **SIX** questions out of which **FOUR** questions are to be answered.
- **Part- C** contains **SIX** questions out of which **THREE** questions are to be answered.

PART A

Q1.)   All questions are compulsory:-

A] Objective Answer Type   (10x1=10)

i)   Pilot marketing is also known as _____
   a)   Test marketing
   b)   Ghost marketing
   c)   commercialization
   d)   concept testing

ii)   ……...is the father of modern marketing.
   a)   Philip kotler
   b)   Abraham maslow
   c)   Luster wunderan
   d)   Peter drucker

iii)   Wait & Watch strategy is used in _____ stage of PLC
   a)   Introduction
   b)   Pre-Introduction
   c)   withdrawal
   d)   Growth

iv)   Which of the following is not an objective of promotion mix
   a)   Visibility
   b)   Huge market coverage
   c)   segmentaion
   d)   building brand image

v)   Tanishq uses _____ distribution network.
   a)   direct
   b)   indirect
   c)   sole selling agents
   d)   C&F agents

vi) Nike follows _____ distribution network.
a) Exclusive
b) Intensive
c) Selective
d) None of these

vii) Trade oriented strategies do not involve _____.
a) Wholesalers
b) Retailers
c) Sole selling agents
d) Manufacturer.

viii) POS is _____.
a) Point of sale
b) Preposition of sale
c) Potential of sale
d) None of these

ix) Catalogue comes under _____.
a) Direct marketing
b) Personal selling
c) Sales promotion
d) Public relations

x) Diet coke is an example of _____.
a) brand extension
b) re-positioning
c) branding
d) promotion

B] Short Answer Type

(5x2=10)

i) Define distribution channel?

ii) Suggest suitable promotional tools for a newly opened saloon.

iii) What are niche products, give examples.

iv) What do you mean by product line and product width? Explain with examples.

v) Define positioning.

PART B

Q2.) **Answer any four:** (4x5=20)

    i)   Develop a communication mix for any soft drink brand

    ii) State product mix for Amul.

    iii) Should products under go Re-positioning? State reasons for your answer.

    iv) Explain the advantages and disadvantages of the following promotional tools – sales promotion and personal selling.

    v) What are the various types of middlemen in a distribution channel?

    vi) State marketing mix for Sensodyne toothpaste.

PART C

Answer any Three: (3x10=30)

Q3.) "Advertising is a liability for the company". Do you agree? Why?

Q4.) State marketing mix for Vistara airlines and develop a suitable pricing strategy for the same.

Q5.) describe briefly the steps involved in development of a new product in context to any packaged food brand.

Q6.) The foundation of modern marketing management is based on the concept of marketing mix.

Explain the statement.

Q7.) What are the objectives of market segmentation and write the bases of market segmentation?

Q8.) What is Patanjali's USP and and how did it act as a game changer in FMCG industry.

Subject : Research Methodology

Time : 3 Hours

Course: BA
Full Marks : 70
Pass Marks: 28

- Candidates are required to give their answers in their own words as far as practicable.
- Question Paper is divided into **Three Parts –A, B & C**
- **Part-A** is compulsory.
- **Part- B** contains **SIX** questions out of which **FOUR** questions are to be answered.
- **Part- C** contains **SIX** questions out of which **THREE** questions are to be answered.

PART A

Q.1)   **All questions are compulsory**

A] **Multiple Choice Questions :**   (10x1=10)

i.   In the process of conducting research "Formulation of Hypothesis" is followed by
   a.   Statement of Objectives
   b.   Analysis of Data
   c.   Selection of Research Tools
   d.   Collection of Data

ii.   The review of the related study is important while undertaking a research because
   a.   it avoids repetition or duplication
   b.   It helps in understanding the gaps
   c.   It helps the researcher not to draw illogical conclusions
   d.   All of the above

iii.   The research is always –
   a.   verifying the old knowledge
   b.   exploring new knowledge
   c.   filling the gap between knowledge
   d.   all of these

iv.   When a research problem is related to heterogeneous population, the most suitable sampling method is:
   a.   Cluster Sampling
   b.   Stratified Sampling
   c.   Convenient Sampling
   d.   Lottery Method

v.   What is a Research Design?
   a.   A way of conducting research that is not grounded in theory.
   b.   The choice between using qualitative or quantitative methods.
   c.   The style in which you present your research findings e.g. a graph.
   d.   A framework for every stage of the collection and analysis of data.

vi.   The mean marks obtained by a class of 40 students is 65; The mean marks of half of the students is found to be 45. The mean marks of the remaining students is
   a.   85
   b.   60
   c.   70
   d.   65

vii.   Read the following statements – one labelled as Assertion (A) and the other as Reason (R) :
Assertion (A) : Qualitative research in India has a long way to go to reach international standards.

Reason (R) : Because the funding agencies do not support qualitative research in academic institutions.
Find the correct answer from the codes given below :
    a. Both (A) and (R) are true and (R) is the correct explanation of (A).
    b. Both (A) and (R) are true, but (R) is not the correct explanation of (A).
    c. (A) is true, but (R) is false.
    d. Both (A) and (R) are false.

viii. Identify the correct sequence of research steps :
    a. Selection of topic, review of literature, data collection, interpretation of findings
    b. Review of literature, selection of topic, data collection, interpretation of findings
    c. Selection of topic, data collection, review of literature, interpretation of findings
    d. Selection of topic, review of literature, interpretation of findings, data collection

ix. The value of correlation coefficient lies between:
    a. -1 to +1
    b. 0 to 1
    c. -1 to 0
    d. 0 to infinity

x. Coefficient of variation is calculated by:
    a. Standard Deviation
    b. Mean
    c. Both
    d. None of these

B] Very Short question
    a) What is a Research problem?   **(5x2=10)**
    b) Differentiate between population and sample.
    c) Give an example of Semantic Differential Scale.
    d) What is tabulation?
    e) What is correlation?

PART B

Q2. **Answer any four:**

                                                        (4x5=20)

i. Why there is need to study Research Methodology?
ii. Differentiate between Descriptive Research and Analytical Research?
iii. Why there is need to prepare a Research Design?
iv. Differentiate between Questionnaire and Schedule.
v. Draw a bar diagram to represent the following information:

Year:	2010	2011	2012	2013	2014	2015
No. of Women:	22	27	34	31	22	19

vi. Calculate the mean for the following frequency distribution:

Marks:	0-10	10-20	20-30	30-40	40-50	50-60	60-70
Number of students:	6	5	8	15	7	6	3

Subject: Surface Ornamentation - I

Course: BA (Hons.) FD

Full Marks: 50

Time: 3 Hours

Pass Marks: 20

� Question Paper consists of one question which is compulsory.

- Evaluation will be based on creativity, choice of colors, techniques and fabrics.
- Part A is compulsory. Part B has a choice between two options.

PART A

Q1.) Create a fashion Illustration on fabric using at least three surface ornamentation techniques.

PART B

Q.2) Create an innovative swatch 10 inches by 10 inches using at least 5 different hand embroidery stiches to depict the following themes:

Floral

  OR

Shapes

Subject: Surface Ornamentation - I

Time: 3 Hours

Course: BA (Hons.) FD
Full Marks: 50
Pass Marks: 20

- Question Paper consists of one question which is compulsory.
- Evaluation will be based on creativity, choice of colors, techniques and fabrics.
- Part A is compulsory. Part B has a choice between two options.

PART A

Q1.)Create a fashion Illustration on fabric using at least three surface ornamentation techniques.

PART B

Q.2)Create an innovative swatch 10 inches by 10 inches using at least 5 different hand embroidery stiches to depict the following themes:

Floral

  OR

Shapes

Subject:Fashion Illustration - III

Time: 3 Hours

Course: BA (Hons.) FD
Full Marks: 50
Pass Marks: 20

- Question Paper consists of one question which is compulsory.
- Part A is compulsory. Part B has a choice between two options.

Set 1

PART A (20 marks)

Q1.) Illustrate a Male model face with reference lines including all features i.e. Eyes, nose, lips, ears andhairstyle. Length of the face should not be smaller than 5 Inches.

Part -B (30 marks)

Q2.) Illustrate 9 head male croquis with reference lines in three different poses

OR

Create a male colored fashion illustration with casual wear.

Subject : Design Software Training - Adobe Illustrator

Time : 3 Hours

Course: BA FD
Full Marks : 50
Pass Marks: 20

- Question Paper is divided into **Two Parts –A & B.**
- **Both Sections are compulsory**

Section A

Q. 1) Choose the correct option (10)

a. The graphics created on illustrator are _____ graphics.
  1. Pixel   2. Vector   3. Pexel   4. Bitmap

b. Which color mode does a computer monitor use, and which does a printer use?
  1. Monitor uses RGB, printer uses CMYK
  2. Monitor uses RGB, printer uses RGB
  3. Monitor uses CMYK, printer uses RGB
  4. Monitor uses CMYK, printer uses Grayscale

c. What is the direct selection tool?
  1. Allows the selection of individual shapes
  2. Allows the selection of individual lines
  3. Allows the selection of individual letters
  4. Allows the selection of individual point

d. RGB stands for
  1. Red, Green, Black   2. Red, Gray, Blue   3. Red, Gray, Black   4. Red, Green, Blue

e. Tool used for writing text on the illustrator file:
  1. Text tool   2. Pen tool   3. Type tool   4. Pencil tool

f. What does this tool do?
  1. It selects objects
  2. It points at objects
  3. Selects individual anchors and points of objects
  4. Changes the color of objects

g. Adobe illustrator is
  1. A professional design software
  2. Focussed on manipulating images
  3. Not used to create complex graphics

2-c-x