

**M.Sc. CREATIVE DESIGNING (CAD/CAM)
(MSCCRD)**

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Term-End Examination

December, 2012

MFW-049 : DESIGNING - IV

Time : 3 hours

Maximum Marks : 70

Note : *All questions are compulsory. All questions carry equal marks.*

1. State *True* or *False* for the following statements :
- (a) SATRA foil offers a simple way to check the uniformity of pressure in shoe making process. **1x10=10**
 - (b) Choice of material, construction and shoemaking process will not influence the fit.
 - (c) If quarter height is more than required it will hurt the phalanges region of foot.
 - (d) Fit and comfort are two keys to sales.
 - (e) Arch support should be given for the person who is flat footed.
 - (f) The vendor should match the size and proportion of customer's feet for a good fitting shoe.

- (g) Last need not be longer than foot.
 - (h) While fitting of a shoe, it is not necessary to measure the ball girth.
 - (i) A good brand name should be protected under trademark law.
 - (j) Mould temperature is not necessary for back part moulding of the upper.
2. Distinguish between : 5+5=10
- (a) Design management and Design leadership
 - (b) How do you control the costs of a footwear manufacturing unit ?
3. What is design management ? Differentiate 10
between tactical design management and strategic design management.
4. Design plays a crucial role in footwear industry. 10
Justify your answer with suitable examples.
5. Explain the check points of Footwear 10
manufacturing process.
6. A good fit is the key to successful sales in footwear 10
industry. Explain.
7. Explain various usage of cork in footwear making. 10