

**B.Sc. FASHION MERCHANDISING AND
RETAIL MANAGEMENT (BSCFMRM)****Term-End Examination****December, 2015****BFW-026 : PRODUCT KNOWLEDGE – II***Time : 3 hours**Maximum Marks : 70*

Note : Attempt any *seven* questions. All questions carry equal marks.

1. Briefly describe the natural and physical characteristics of leather. 10
2. State and elaborate different processes used in the production of leather goods. 10
3. Discuss the in-process and post-production quality check parameters for a leather bag. 10
4. Briefly describe the different tools and machinery used in the manufacturing of leather goods. 10
5. What is product knowledge ? How is it helpful in selling as well as in buying ? Explain. 10
6. Briefly explain the importance of Product Specification Sheet. 10

7. Classify different types of leather based on size, quality and tonnage. 10

8. Write short notes on any **four** of the following : $4 \times 2 \frac{1}{2} = 10$

- (a) Full Grain Leather
 - (b) Top Grain Leather
 - (c) Split
 - (d) Natural Characteristics of Leather
 - (e) Physical Characteristics of Leather
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