

**M.Sc. IN CREATIVE DESIGN CAD / CAM
(MSCCRD)**

Term-End Examination

December, 2015

MFW-049 : DESIGNING - IV

Time : 3 hours

Maximum Marks : 70

Note : Attempt *seven* questions in all. Question no. 1 is *compulsory*. All questions carry equal marks.

1. State *True* or *False* for the following statements : *10×1=10*
- (a) In children's shoe, there should be adequate space for growth.
 - (b) Last design is the starting point for engineering 'Good fit' footwear.
 - (c) Shoe size stick is a foot measuring device.
 - (d) Bottom plating of the last is done for force lasting operation.
 - (e) The intervals between the sizes are not constant in arithmetic grading of last.
 - (f) The vendor should match the size and proportion of customer's feet for a good fitting shoe.
 - (g) The 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. List the quality checkpoints in shoe upper stitching department. Suggest some preventive measures. 10
3. Define the following terms : 5×2=10
- (a) Heel Seat Width
- (b) Toe Spring
- (c) Vamp Length or Depth
- (d) Short Heal
- (e) Shank
4. "Design management is the business side of design." Elaborate the statement with suitable examples. 10
5. Discuss the process monitoring controls in the footwear industry. 10
6. Describe the principles of Brand management. 10
7. "Fitting and comfort are the main parameters of great sales in footwear industry." Justify the statement with suitable examples. 10
8. Make a comparative study of leather and synthetic as footwear materials. 10