

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

00686

Term-End Examination

June, 2012

MFW-049 : DESIGNING - IV

Time : 3 hours

Maximum Marks : 70

Note : All questions are compulsory.

All questions carry equal marks.

- 1x10=10**
1. State *true* or *false* for the following statements :
- (a) Cork can be used as a footwear material.
 - (b) Wooden last can be used for moccasin pre-forming.
 - (c) Time and temperature are two important Factors of Shoe Manufacturing Process.
 - (d) It is not necessary to check the quality of shoe in manufacturing process.
 - (e) Process monitoring is not an essential part of Modern Shoe making.
 - (f) In children shoe, there should be adequate space for growth.
 - (g) Last design is the starting point for engineering "Good-Fit" Footwear.
 - (h) Shoe size stick is a Foot Measuring device.

- (i) Bottom plating of the last is done for force lasting operation.
- (j) The interval between sizes are not constant in arithmetic grading of last.
2. (a) Describe operational - design management.
- (b) What are the key factors that affect the fit of footwear ? 5+5=10
3. Describe the Principles of Brand management. 10
4. Compare Brand management and Product management with suitable examples. 10
5. Outline the Process Monitoring Controls in the Footwear Industry. 10
6. Fitting and Comfort are the main parameters of great sales in - footwear industry. Explain 10
7. Color plays a vital role in trend-forecasting. Give appropriate reasons to justify your answer. 10
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