

## CERTIFICATE IN JEWELLERY DESIGNING

Term-End Theory Examination

June, 2013

00540

### BFDI-064 : JEWELLERY DESIGN MARKETING

Time : 2 hours

Maximum Marks : 50

Note : Attempt all the parts.

#### PART-A

1. Which city is considered to be the centre for polishing precious and semi - precious gemstones ? 1
  - (a) Jaipur
  - (b) Hyderabad
  - (c) Agra
  - (d) Chennai
  
2. Which country is the largest consumer of gold ? 1
  - (a) Greece
  - (b) USA
  - (c) UAE
  - (d) India
  
3. 18 K gold contains : 1
  - (a) 75% gold
  - (b) 81.5% gold
  - (c) 80% gold
  - (d) 72.5% gold

4. SEZ stands for : 1
- (a) Social Economic Zone
  - (b) Special Economic Zone
  - (c) Special Employment Zone
  - (d) Separate Electoral Zone
5. What does WGC stand for ? 1
- (a) World Gold Committee
  - (b) World Guild Corporation
  - (c) World Gold Council
  - (d) Workers' Gold Council
6. What is referred to as 'yellow gold' ? 1
- (a) 18 K Titanium
  - (b) 24 K Gold
  - (c) Brass
  - (d) 10 K Gold
7. What is also called new global currency ? 1
- (a) Dollars
  - (b) Pure Gold
  - (c) Intellectual Property Rights
  - (d) Pound Sterling
8. One retail formats in jewellery sector is : 1
- (a) Home Stores
  - (b) Single Brand Stores
  - (c) Banks
  - (d) Sunday Markets

9. This metal is considered 30 times rarer than gold : 1

- (a) Copper (b) Palladium  
(c) Platinum (d) Zirconium

10. One component of Hallmark is : 1

- (a) Year of Manufacture  
(b) Name of Manufacturer  
(c) Fireness number  
(d) Weight of Jewellery.

## PART-D

Attempt *any two* questions

19. Write an analytical note on merits and demerits of family business approach in the jewellery sector. 10
20. What is Intellectual Property ? Define and describe with an example. 10
21. What is quality standards and compliances with respect to the Jewellery Industry ? 10
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## PART-B

11. What is Lapidary ? 2
12. What does 'Nakshatra' symbolize ? 2
13. Explain briefly 'Fair Trade'. 2
14. Write down the difference between Hallmark and Trademark 2
15. Give two examples of family business in India. 2

**PART-C**

Attempt *any two* questions

16. Write a short note on Industrial Design Rights. 5
17. Write a comparative note on copyrights and patents. 5
18. Give an overview of Indian Retail Jewellery. 5