

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

00386

Term-End Examination

June, 2015

MFW-049 : DESIGNING - IV

Time : 3 hours

Maximum Marks : 70

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

1. State *True* or *False* for the following statements : *10×1=10*
- (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 the 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) SATRA foil offers a simple way to check the uniformity of pressure in shoe making process.

- (g) Choice of the material, construction and shoe-making process will not influence the fit.
- (h) If quarter height is more than required, it will hurt the phalanges region of foot.
- (i) Fit and comfort are two keys to sales.
- (j) Arch support should be given for the person who is flat footed.
2. (a) Describe the operational-design management.
- (b) What are the key factors that affect the fit of footwear? $2 \times 5 = 10$
3. Compare Brand Management and Product Management with suitable examples. 10
4. Colour plays a vital role in the trend-forecasting. Give appropriate reasons to justify your answer. 10
5. What is the importance of in-sock? Describe the various materials used to make moulded sock. 10
6. What is the importance of quality? Discuss some key points of quality system. 10
7. What are the popular soling materials for sports shoes? Describe their properties in detail. 10
8. What are the common fitting faults? Does the standard fit benefit in brand recognition? Justify your answer with suitable examples. 10