

M.A. IN FASHION RETAIL MANAGEMENT
(MAFRM)

Term-End Examination

December, 2011

MFM-035 : PRODUCT KNOWLEDGE

Time : 3 hours

Maximum Marks : 100

- Note :** (i) Attempt *any five* questions.
(ii) All questions carry *equal* marks.

1. Define *any five* of the following : 5x4=20
- (a) Whiskering
 - (b) Parchmentization
 - (c) Warp print
 - (d) Discharge print
 - (e) Acid dyes
 - (f) Viscosity of a print paste
 - (g) Stock dyeing
2. Knitting is a method of fabric construction. In this context, answer the following : 4x5=20
- (a) Types of knitting defects
 - (b) Important aspects in after care of knitted garments
 - (c) Courses and wales
 - (d) Properties of knitted fabrics

3. (a) What are different methods and styles of printing? Describe the most commonly used method in detail. Also write about each style of printing. 10
- (b) Engineered prints are not considered to be economical. Why? 5
- (c) Name and explain any two defects that appear in printing. 5
4. In textile manufacturing, finishing plays an important role. In this context, answer the following : 5x4=20
- (a) Role of finishing
- (b) Permanent, durable and temporary finish
- (c) Napping and Singeing
- (d) Role of optical brighteners
- (e) Calendering and Heat setting
5. (a) List the various classes of dyes as applicable to textiles. Write in detail the characteristics of any two classes of dyes. 5x4=20
- (b) State 3 ways in which pigments differ from dyes.
- (c) Why is it important to wash fabrics after dyeing?
- (d) Write, in brief, about any two defects that occur during dyeing.

6. (a) Discuss about the general directions for care of textiles. 10
- (b) What care would you suggest while handling delicate fabrics like laces and trims and also decorative fabrics for apparel ? 10
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