

**M.A. IN FASHION RETAIL MANAGEMENT
(MAFRM)**

Term-End Examination

June, 2011

MFM-035 : PRODUCT KNOWLEDGE

Time : 3 hours

Maximum Marks : 100

Note : (i) Attempt *any five* questions.

(ii) All questions carry *equal* marks.

-
-
1. With reference to dyeing of textiles answer each of the following : 4x5=20
- (a) Role of auxiliaries in dyeing process.
 - (b) Need of constant agitation during the dyeing process.
 - (c) Difference between Top dyeing and Hank dyeing.
 - (d) Classes of dyes applicable to protein fibers and state the properties of that class of dye.
 - (e) Difference between cross dyeing and ombre effect.
2. (a) Assume you were comparing two boy's shirts, each made with a red and white check design fabric. One of the shirts was yarn dyed while the second was printed.

Both were made of similarly constructed woven and fibre content. Which of these shirts would be more costly, and which of these shirts would be more costly, and which should provide the best consumer satisfaction ? Explain the reasons for your answer.

- (b) List the advantages of Beam dyeing to a manufacturer and garment dyeing to a retailer or retail supplier. 10+10=20

3. What is knitting ? How does it :
- (a) differ from other methods of fabric construction like wovens and non wovens. 7
 - (b) State advantages of flat and circular knitting. 7
 - (c) Explain briefly four types of knitting defects. 6
4. State the importance of finishing a textile material. 20
Classify different types of finishes and explain any three of each category.
5. In context of printing, answer each of the following. 4x5=20
- (a) Difference between dyes and pigments.
 - (b) Process of aging and curing
 - (c) Limitations of Roller printing
 - (d) Various styles of printing
 - (e) Role of Squeegee.

6. Define *any five* of the following :

4x5=20

- (a) Parchmentization
 - (b) Devore Technique
 - (c) Union dyeing
 - (d) Care of polyester
 - (e) Flock print
 - (f) Engineered print
 - (g) Package dyeing
-