

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

00125

Term-End Examination

December, 2014

MFW-049 : DESIGNING - IV

Time : 3 hours

Maximum Marks : 70

*Note : Attempt any **seven** questions. All questions carry equal marks.*

1. What is the importance of quality ? Discuss some key points of quality system. 10
2. Distinguish between Design management and Design leadership. Give suitable examples. 10
3. How do you control the costs of a footwear manufacturing unit ? 10
4. What is design management ? Differentiate between tactical design management and strategic design management. 10
5. Explain the various usages of cork in footwear making. 10

6. List the quality check points in shoe upper stitching department. Suggest some preventive measures of shoe upper stitching. 10
 7. What is Total Quality Management (TQM) ? How does it emerge from the traditional concept of quality management ? 10
 8. "Perfect design is the backbone of the success for any product." – Justify this statement with suitable examples. 10
 9. If you own a factory and make leather goods and footwear items as and when orders are received from customers, describe the procedure you would follow for designing, planning and control of production in your factory. 10
 10. What are the important non-metallic materials used in leather goods and footwear items at different stages of manufacturing in footwear and leather goods industry ? 10
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