

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

**Term-End Examination**

**December, 2017**

00440

**MFW-049 : DESIGNING – IV**

*Time : 3 hours*

*Maximum Marks : 70*

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

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1. (a) Describe Operational Design Management.  
(b) Discuss the key factors that affect the fit of footwear. 5+5=10
  
2. What is the importance of quality in the footwear industry ? Discuss the key points of a quality system. 10
  
3. Explain how you would control the costs of a footwear manufacturing unit. 10
  
4. What are the popular soling materials for sports shoes ? Describe their properties in detail. 10

5. What is the importance of in-sock ? Write about the various materials used to make moulded socks. 10
6. Compare Brand Management and Product Management with suitable examples. 10
7. With the help of suitable examples, distinguish between Design Management and Design Leadership. 10
8. Define the following terms : 5×2=10
- (a) Shank
  - (b) Heel Seat Width
  - (c) Toe Spring
  - (d) Vamp Length or Depth
  - (e) Short Heel
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