

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

00044 Term-End Examination

June, 2014

MFW-049 : DESIGNING - IV

Time : 3 hours

Maximum Marks : 70

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

1. (a) Describe operational-design management.
(b) What are the key factors that affect the fit of footwear? 10
2. Outline the process monitoring control in the footwear industry. 10
3. "Colour plays a vital role in trend-forecasting." Give appropriate reasons to justify your answer. 10
4. "Design plays a crucial role in footwear industry." Justify your answer with suitable examples. 10
5. "Design management is the business side of design." Explain. 10

6. “Quality cannot be inspected, it has to be inbuilt within the system.” – Justify the statement with suitable examples. 10

 7. “It is essential for every designer to have a sound knowledge of Branding in pursuit of designing effective strategies.” – Discuss with suitable illustrations. 10

 8. “Selection of correct materials is a vital point for the success of a design procedure.” – Justify this statement with suitable examples. 10

 9. State the activities involved in designing, production planning and control function of footwear and leather goods manufacturing industry. 10

 10. Define some measures to judge the effectiveness of creative designing. 10
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