00301

M.A. FRM

Term-End Examination

December, 2010

MFM-028 : PRODUCT KNOWLEDGE

Time : 3 hours *Maximum Marks : 100*

Note : *All Questions are compulsory.*
  Diagrams, where required have to be drawn on the respective answer sheets.

1. Please write as **TRUE** or **FALSE**. 10x1½=15

    (a) Jute is a man-made vegetable fibre (True/False)

    (b) Linen grows from the seed and forms pods or balls. (True/False)

    (c) Cotton has good resilience and does not get deformed easily. (True/False)

    (d) In animal fibres the basic unit is protein. (True/False)

    (e) Angora wool comes from the Angora goat. (True/False)

    (f) The textile industry in made up of design, marketing, merchandising, production and distribution. (True/False)

(g) Traditional Indian textiles does not indicate any social or caste discrimination . (True/ False)

(h) Ginning is a process used for cleaning raw cotton material and separating it into lint. (True/False)

(i) Silk is classified as a minor animal fibre in the textile industry. (True/False)

(j) Superior wool is known as second fleece. (True/False)

2. Describe 5 weave types using diagrams in terms of their fabric structure, appearance, properties and fabric types.   25

3. Comment on how colour, profession, gender, social status and religion contribute towards the Indian traditional outfits.   15

4. Define the following terms :-   5x3=15
   (a) Tex   (b) Denier
   (c) Worsted count (d) Cotton count
   (e) Thread count

5. Explain how India is emerging as a global fashion market. Also discuss the problems which are affecting its growth.   15

6. Write short notes on *any five* of the following : 5x3=15
   (a) LINEN   (b) WOOL   (c) NYLON
   (d) RAYON   (e) SILK   (f) COTTON