DEGREE OF MASTER OF SCIENCE
CHOICE BASED CREDIT SYSTEM

SYLLABUS FOR
M.SC. COSTUME DESIGN AND FASHION
( SEMESTER PATTERN )
( For Candidates admitted in the Colleges affiliated to Periyar University from 2017-2018 onwards )
REGULATIONS

I. ELIGIBILITY FOR ADMISSION

B.Sc - Costume Design and Fashion, B.Sc.-Textile and Fashion Designing, B.Sc- Fashion Technology and B.Sc degree related to textile or fashion.

II. DURATION OF THE COURSE

The course for the Degree of Master of Costume Design and Fashion shall consist of two academic years divided into four semesters. Each semester consist of 90 working days.

III. COURSE OF STUDY

The course of study shall comprise instruction in the following subjects according to the syllabus and books prescribed from time to time.

IV. EXAMINATIONS

The theory examinations will be conducted for 3 Hours by the University in the subjects prescribed for all the semesters in the month of November & April every year. The practical examinations will be conducted for 3 & 4 Hours by the University in all the subjects prescribed in the month of November & April.

At the end of the fourth semester project viva-voce will be conducted on the basis of the Dissertation/Project Report submitted by the student. The Viva-voce will be conducted by one Internal and One External Examiner.

V. SCHEME OF THE EXAMINATION

The scheme of examinations for the course is given in Annexure. All the practical examinations/ Project work shall be conducted & evaluated internally by the institution themselves with internal and external examiners appointed by the University.
### COURSE OF STUDY AND SCHEME OF EXAMINATION

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Paper Code</th>
<th>Subject Title</th>
<th>Hours</th>
<th>University Examination</th>
<th>Credits</th>
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<td>Internal (25%)</td>
<td>External (75%)</td>
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<td>1.</td>
<td></td>
<td>Core I Advanced Textile Science</td>
<td>4 2 25</td>
<td>75 100 6</td>
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<tr>
<td>2.</td>
<td></td>
<td>Core II Fashion Art And Design Concept</td>
<td>4 2 25</td>
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<td>3.</td>
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<td>5.</td>
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#### I SEMESTER

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<tr>
<td>6.</td>
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<td>Core V Apparel Marketing And Merchandising</td>
<td>4 2 25</td>
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<td>Core VI Technical Textiles</td>
<td>4 2 25</td>
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<td>Elective II Draping Practical</td>
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<td>EDC Entrepreneurship Development In Textiles</td>
<td>2 2 25</td>
<td>75 100 4</td>
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#### II SEMESTER
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<td>12.</td>
<td>Core VIII</td>
<td>Research Methodology And Statistics In Textiles</td>
<td>4</td>
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<td>13.</td>
<td>Core IX</td>
<td>Textile Testing</td>
<td>4</td>
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<td>14.</td>
<td>Core X</td>
<td>Textile Testing Practical</td>
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<td>Home Textiles</td>
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<td>16.</td>
<td>Core XII</td>
<td>Ornaments And Accessories Designing Practical</td>
<td>4</td>
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<td>17.</td>
<td>Elective III</td>
<td>Online Business</td>
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### III SEMESTER

**III SEMESTER**

*Note:* Faculty work load for Project work 2 Hrs per candidate/per week

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<tr>
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<td>World Costumes</td>
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<td>Project viva voce</td>
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M.SC. COSTUME DESIGN AND FASHION

SEMESTER-I

CORE I - ADVANCED TEXTILE SCIENCE

UNIT I

Natural fiber – Classification of textile fibers according to their natural foreign Cotton – Concept of varieties – Definition of grading – distinctive properties & End uses. Brief study of Bamboo – Lyocell- soya bean – Banana- Pineapple- Properties & Uses.

UNIT II


UNIT III


UNIT IV


UNIT V

Knitting – Classification of knitting machines-properties of knitted fabrics- weft knitting. Nonwoven – Definition and Classification- fiber properties and requirements- Web formation-Dry laid, parallel laid and cross laid formation- Application and end uses.

REFERENCES

M.SC. COSTUME DESIGN AND FASHION

SEMESTER-I

CORE-II- FASHION ART AND DESIGN CONCEPT

UNIT I

Art Media and Application: Pencils, colour pencils, oil pastels, water colour, poster colours, acrylic colours, fabric colours, markers, collage, frottage, montage.

UNIT II

Elements of Fashion process: Fashion origin, evolution- with examples from different eras till French revolution, Basic sketching techniques and sketching from life, Perspective and its uses, Grid technique of rendering.

UNIT III

Introduction to Anatomy, study of bone and muscular structure, proportions of males, females and children. Study of face, torso, legs and arms. Elements of Design (point, line, form, shape, space, size, texture and color) Drawing of 3-D geometrical shapes in different angles.

UNIT IV

Art Techniques: Automatic drawing, blind contour drawing, Chiaroscuro, Grisaille, hatching masking, Mass drawing, Screen tone, scribble, stippling, trios crayons dry brush

UNIT V

Fashion designers, history and look into design concepts of famous designers, both Indian and International. Knowledge of Latest Fashions Design based on, Industrial designer, Graphic designer, Textiles designer and Fashion designer

REFERENCES

Method of Pattern Making - Draping or Drafting method.
Develop Portfolio - for all the garments.

1. Design and construct Children’s garment of recent fashion- any 2 styles
2. Design and construct Women’s garment of recent fashion- any 2 styles
3. Design and construct Men’s garment of recent fashion- any 2 styles
4. Design and construct garment for a Party wear
5. Design and construct garment for a Fashion Show based on a theme
M.SC. COSTUME DESIGN AND FASHION
SEMESTER I
CORE IV
FASHION ILLUSTRATION PRACTICAL

Part -A

1. Illustrate a gesture components parts from head to toes
2. Create a 10 head flesh figure and convert poses like Straight pose, 'S' curve, open pose, 'T' pose
3. Stylized illustration in 10 head flesh figure - Garments for cine field
4. Create a Contemporary style garment in 12 head theory
5. Free hand figure drawing techniques
6. Model drawing by using pencil shade
7. Still drawing using color pencil shading
8. Develop live model drawing
9. Draw a fashion figure in 2D and 3D form using finishing techniques
10. Fashion accessory drawing
PART -A

- Design and develop the pattern for the following style using TUKA-CAD.

**KIDS WEAR**
- A-Line/Yoke frock
- Baba suit
- Knickers

**WOMEN’S WEAR**
- Blouse
- Salwar kameez
- Skirt and Top

**MEN’S WEAR**
- Basic Shirt
- Pant
- Trousers

PART -B

- Grade the patterns to S, M, L, XL and estimate the lay length & marker efficiency
- File the pattern style and apply the grade rule
- Estimate the lay length and marker efficiency
M.SC. COSTUME DESIGN AND FASHION
SEMESTER II
CORE V - APPAREL MARKETING AND MERCHANDISING

UNIT I
Introduction to Merchandising: Merchandising terminology - role and responsibilities of merchandiser - types of merchandisers - fashion merchandiser, export merchandiser, retail merchandiser and visual merchandiser.

UNIT II
Roles of buyer and merchandiser: Rights of fashion merchandising - roles of buyer - skill set of good fashion buyer- role of fashion merchandiser - skill set of good fashion merchandiser - own label versus branded buying and merchandising- fashion buyer and merchandiser job description

UNIT III
Organizing the buying and merchandising function: Structure of buying and merchandising departments - Assistant buyer - buying administration assistant - assistant merchandiser - allocator - buyer and the key contact - merchandiser and their key contact - meeting schedules - how buyer & merchandiser work with other activities in the value chain

UNIT IV
Fashion Merchandising Budgeting: KPI budgeting - sales turnover budget - markdown spending budget - intake margin budgeting - stock target budgeting

Fashion Merchandising: Open to buy: What is open to buy - creating an open to buy budget - open to buy budgeting process

Fashion merchandising range planning: Introduction to range planning- range plan-optional plan - qualitative and quantitative aspects-range planning process

UNIT-V
Fashion merchandising: Sizing, deliveries and allocation: Merchandiser supplier relationship, size curves, initial allocations-managing purchase orders and deliveries.

Trading: Planning versus trading, repeats and cancellations, promotional planning, end of season sale.

E-retailing: E-retailing and product management, E-retailing and stock management and E-retail and drop shipping activities

REFERENCES:
UNIT I


UNIT II

Medical Textiles: Classification – fibres Used. Non –Implantable, implantable, Extra Corporeal Devices, Health Care and Hygienic Products. Agro Textiles – Introduction, Fibres Used, types functions and properties characteristics and applications in Agro products and in its Field.

UNIT III

Build Tech - Introduction, Fibres Used, types functions and properties characteristics and applications in Architecture and in Building Construction. Geotextiles – Introduction, Fibres Used, types functions and properties characteristics and applications in its Field. Indu Tech – Introduction, Fibres Used, types functions and properties characteristics and applications – Theory of Dust Collection.

UNIT IV

Protective Textiles: Introduction, Fibres Used, types functions and properties, characteristics and applications fire protective clothing, heat resistant garments, water proof Materials, ballistic resistant vest. Biological and Chemical Vest, Military protective Clothing. Mobil tech Textiles - Introduction, Fibres Used, types functions and properties, characteristics and applications of mobil tech, applications in all kinds of road transport vehicles, rail and air crafts.

UNIT V

Sports Textiles: Introduction, fibers used, Types, functions and properties, Characteristics and Applications of Sports Tech. Smart and intelligent Textiles - Classification - Active smart, passive smart and very smart textiles and phase change materials shape memory polymers, chromic and conductive Materials and its applications in various fields.

REFERENCES:
M.Sc. Costume Design and Fashion

Semester II

Core VII

Fashion Portfolio Practical

Using any 5 themes prepare 5 different portfolios using with the following boards and construct the garment for the same

1. Theme Board
2. Name board
3. Story Board
4. Mood Board
5. Inspiration Board
6. Customer Profile
7. Flat Sketches
8. Illustration Board
9. Component Board
10. Colour Board
11. Fabric Board
12. Accessory Board
13. Garment Construction
14. Garment Photographs
EXERCISES

1. **Basic preparation and basic pattern:**
   Draping, Marking and trueing for basic Back, front, skirt and trouser

2. **Variation in Darts:**
   Front bodice with underarm dart. Back bodice with Neckline dart, Waist line dart, Dart at waist line and center front, The French dart, Double French dart, Flange dart, Neckline dart, Bust line dart at center front and Armhole dart

3. **Pleats, darts, tucks and gathers, Neckline variations, Armhole variations, Waistline variations**

4. **Yokes**
   Fitted midriff, Bodice yoke, Shirt yoke, Hip yoke

5. **Collars**
   Mandarin, Band, Convertible, Shirt and Peter pan collar

6. **Variations in skirt**
   Tapered skirt, Eased skirt, Dirndl skirt, Dome skirt, flared skirt and variations in flared skirt, Peg skirt
   Sarong skirt and Pleated skirt

7. **Princess dress**

REFERENCES

M.S.C. COSTUME DESIGN AND FASHION

SEMESTER II

EXTRA DISCIPLINARY COURSE

ENTREPRENEURSHIP DEVELOPMENT IN TEXTILES

UNIT I

Introduction to entrepreneurship, development of entrepreneurship, role of entrepreneurs in development of apparel and fashion industry, entrepreneurship with reference to fashion and apparel industry in India.

UNIT II

Entrepreneurial support by state, central financial institutions, organizations. Government policies with reference to textile and apparel industry.

UNIT III

Business planning- Starting a new venture related to apparel industry, essentials of a successful centre. Formalities of opening a firm, the status of firm, Individual proprietor/partnership/ Pvt. Limited company & public Ltd Company, bank formalities, term loan, working capital, project financing.

UNIT IV

Location & plant layout-factors influencing plant location, building, structure, lighting, Ventilation, material handling, availability of labor, material management and transportation. Plant layout, ergonomics safety & security to be considered while planning the layout.

UNIT V


REFERENCES:

UNIT I

UNIT II
Research Design/Proposal - Research Design – Meaning, Types of Research Design, Basic principles of experimental designs, Developing a research Plan. Sampling – Census and sample survey, steps in sampling design, criteria for selecting a sampling procedure, characteristics of a good sample design, different types of sample design.

UNIT III
Research Methods And Tools - Methods of data collection – observation, questionnaire, Interview. Data Processing – Collection, Classification, Tabulation, Graphical representation and data analysis.

UNIT IV
Report Writing - Research Report – Format of research report, main body of the report, references and appendices, style of writing, typing the report, pagination, tables and figures, bibliography, footnotes, margins, quotations, evaluating the report.

UNIT V
Statistics - Meaning and scope of statistics, role of statistics in research, measures of central tendency and dispersion. Co-efficient of Correlation and its Interpretation, Rank Correlation, Regression equation, Application of Chi – Square test, ANOVA test. chemical, cultural and biological control.

REFERENCES
1. C R Kothari  Research Methodology,Methods and Techniques ,New Age International (P) Ltd, Delhi, 2011.
M.SC. COSTUME DESIGN AND FASHION
SEMMESTER III
CORE IX - TEXTILE TESTING

UNIT I

Introduction to testing – terminology of testing – selection of samples for testing standard R H and temperature for testing – measurement of moisture regain - Conditioning oven – Shirley moisture meter – standards used in textile testing.

UNIT II

Fiber testing - Cotton fiber length – Baer sorter, Fineness – Air flow principle instruments, Sheffield micronaire, Maturity – Caustic soda swelling, Strength – Pressely bundle strength tester, stelometer, Determination of trash and lint in cotton – Shirley trash analyzer.

UNIT III


UNIT IV

UNIT- V

Color fastness in textiles – Crocking test, perspiration test, sunlight, laundering, pressing and dry cleaning aspects. Whiteness index, matching cabinets, and computer color matching.

REFERENCES

M.Sc. Costume Design and Fashion

Semester III

Core X

Textile Testing Practical

1. Determination of Tensile Strength of the given Fabric.
2. Determination of Stiffness of the given Fabric.
3. Determination of Thickness of the given Fabric.
6. Determination of Drape of the given Fabric.
8. Determination of Bursting Strength of the given Fabric.
10. Determination of Colour Fastness of the given Fabric by Perspirometer.
11. Determination of Colour Fastness of the given Fabric by Laundrometer.
12. Determination of Colour Fastness of the given Fabric by Pressing.
13. Determination of Shrinkage of the given Fabric.
M.S.C. COSTUME DESIGN AND FASHION

SEMESTER III

CORE XI - HOME TEXTILES

UNIT I
Introduction to home textiles-Furnishings-Definition - Type of Furnishings Materials – Woven and non-woven – Factors affecting Selection of Home Furnishings. Recent trends in home Textiles

UNIT II
Home furnishing -Advances in period style in, Different styles, and use of Colours, design & texture in home furnishing. Developments in living room furnishing including upholstery, Wall Hangings, Cushion, Cushion Covers, Bolster and Bolster Cover.

UNIT III

UNIT IV

UNIT V
Floor &Wall Coverings- Recent Developments in manufacturing of floor coverings - Hard Floor Coverings, Resilient Floor Coverings, Soft Floor Coverings, Rugs, Cushion and Pads – Care of floor coverings. Hanging / mats Wall Door. Uses and care of wall covering.

REFERENCE
1. Interior decorating effects, Stewart and sally Walton, Lorenz books – 2000.
3. Design and detail, the Practical guide to sayling a house, Tricia Guild of Elizabeth Wilhide. 1 st pub conran octopus limit.
4. Sunset slip cover and bed spreads step by step instruction decorating ideas, Editor Christian barne and Maureen Williams.
M.SC. COSTUME DESIGN AND FASHION

SEMESTER III

CORE XII

ORNAMENTS AND ACCESSORIES DESIGNING PRACTICAL

Prepare the following Samples using the available raw materials / any base material

1. Traditional style - 1
2. Retro Style - 1
3. Ethnic - 1
4. Fusion - 1
   1. Hand bags - 4 varieties
   2. Purses / Wallets / Cell Phone covers - 4 varieties
   3. Chains / Necklaces - 5 models
   4. Bangles / Bracelets / Watches - 5 models
   5. Hats / Caps - 5 models
6. Ear rings - 5 models / Hair band
7. Finger rings / Toe rings - 5 models
8. Belts - 5 models
9. Gloves / Mittens - 5 models
10. Anklets - 5 models
11. A set of Bridal Ornaments - select a Bridal costume.
12. A set of Ornaments - use of waste material
13. Eco-friendly materials - Ornaments and Accessories
M.SC. COSTUME DESIGN AND FASHION

SEMESTER III

ELECTIVE III- ONLINE BUSINESS

UNIT I
Overview of online business: Introduction to Online Business, Success Stories of how entrepreneurs started online business, Benefits of online business, software required to create web pages

UNIT II
Website development: Web Page Designing-Classification of websites, building a website-steps in building a website, Website hosting –web hosting options.Content creation, delivery and management–Content management and maintenance

UNIT III
Keeping Business legal: Copy rights, trademarks and other legal concerns, basic accounting practices, Online business models: Affiliate Programs, Online Advertising, Selling Products and Services.

UNIT IV
Handling payment: Online Payment Solution-Anticipating your online customers purchasing needs-applying for credit card merchant status-finding short cuts to processing credit card data-providing shoppers with electronic purchasing system-delivering products and services

UNIT V

REFERENCE
M.Sc. Costume Design and Fashion

Semester IV

Core XIII

Advanced Surface Ornamentation Practical

1. Applique-Hand & machine- 4 Samples
2. Quilting - Hand & machine-4Samples
3. Patch work - Hand & machine-4Samples
4. Macrame-any 2
5. Lace and Ribbon work-5 samples
6. Present trend embroideries – Aari work, Zardhosi, cutwork-5 samples
7. Persian embroidery-2 samples.
8. shaded embroidery-3 samples
UNIT I

America - Men and women costumes of Guatemala, Mexico, Andean countries- Colombia, Ecuador, Peru and Bolivia, Chile, Argentina. Brazil, Venezuela, Paraguay and Uruguay.

UNIT II

European countries - Egypt, Greece, Roman, Norway, Sweden, Denmark, Scotland, Austria, Germany, Switzerland, Hungary, Poland, Ukraine, Belarus and Netherlands.

UNIT III

Far Eastern Countries - Mangolia, China, Taiwan, Hong Kong, Japan, North and South Korea, Sri Lanka, Pakistan, Burma, Thailand, Philippines, Indonesia, Malaysia and Singapore.

UNIT IV

Africa - Costumes of North, East, West and South.

UNIT V

Middle East Countries: Turkey and Iran, Pakistan, costumes of Arab Peninsula.

REFERENCE

1. Costumes of Indian and Pakistan, Das S N, D B Taraporevala Sons & Co, Bombay (1958)
4. Costumes throughout the Ages, Eoan C C, J B Limancott
5. The History of Costume; Kemper, Rachel H
6. History of World Costume and Fashion (Fashion Series) 1st Edition by Daniel Delis Hill (Author), JoAnne Eicher (Foreword)
PERIYAR UNIVERSITY
M.SC. COSTUME DESIGN AND FASHION
MODEL THEORY QUESTION PAPER PATTERN
(FOR THE STUDENTS ADMITTED FROM THE ACADEMIC YEAR 2017-2018 ONWARDS)
APPAREL MARKETING & MERCHANDISING

Time: 3 Hours Maximum: 75 Marks

SECTION A (10X1=10 Marks)
Answer all the Questions

1. _________ is the promotion of apparel sales and involves all of the tasks necessary to deliver needs of potential customers.
   a. Fashion merchandising  b. Fashion buyer
   c. Apparel manufacturers  d. Marketing experience

2. Visual merchandisers are also known as _________.
   a. window dressers  b. Fashion stylist
   c. display creators  d. Fashion Victims

3. _________ is a person employed to select and purchase clothes and accessories for a large retail store to stock.
   a. manufacturer  b. Retailer
   c. Fashion buyer  d. Fashion designer

4. The top leading fashion labels from India _________.
   a. Chanel  b. Agnimitra Paul
   c. Emilio Pucci  d. Neil Barrett

5. Non-Store Retailers are__________.
   a. Internet retailing  b. diverse market
   c. chain store  d. wholesale market

6. ROI stands for___________.
   a. Return on Investment  b. Return on interest
   c. Rest on Investment  d. Right on Investment

7. _________ is part of the overall assortment planning process and involves making decisions about the amount of merchandise choice.
   a. Range planning  b. KPI budgeting
   c. supply chain  d. merchandise mix

8. _________ is a retail inventory management tool that helps to buy on a monthly basis to make sales projections.
   a. Staple merchandise  b. Open-to-buy
   c. Retail budget  d. Key performance indicator

9. _________ is the term often used by the industry to describe online retailing via the internet.
   a. Catalog  b. E-Commerce
   c. Tele-Shopping  d. Open market

10. _________ can be offered in the market place that might satisfy a need.
SECTION B (5X5 = 25 MARKS)

Answer all the Questions

Either or internal Choice

11. a. Discuss about the role and responsibilities of a merchandiser. (Or)
   b. Write about Merchandising Terminology.

12. a. Explain about the Rights of fashion merchandising. (Or)
   b. Write about the Role and skills of good fashion buyer.

13. a. Discuss about the Structure of buying and merchandising departments. (Or)
   b. Write about Merchandising Function.

14. a. Explain about the Key performance indicator in budgeting. (Or)
   b. Write about the importance of Range Planning.

15. a. Explain about size curves in detail. (Or)
   b. Discuss about promotional planning.

SECTION C (5X8 = 40 MARKS)

Answer all the Questions

Either or internal Choice

16. a. Discuss about the types of merchandisers in detail. (Or)
   b. Explain about the scope of fashion visual merchandising.

17. a. Explain about the roles of buyer and merchandiser. (Or)
   b. Describe about merchandiser job description.

18. a. Explain about buyer and merchandiser key contact. (Or)
   b. Explain how buyer & merchandiser work with other activities in the value chain.

19. a. Give an account on sales turnover budget and stock target budgeting. (Or)
   b. Explain about the qualitative and quantitative aspects in range planning process.

20. a. Explain about Planning versus trading. (Or)
   b. Discuss about E-retailing and product management.
PERIYAR UNIVERSITY
M.SC. COSTUME DESIGN AND FASHION
MODEL THEORY QUESTION PAPER PATTERN
(FOR THE STUDENTS ADMITTED FROM THE ACADEMIC YEAR 2017-2018 ONWARDS)
TEXTILE TESTING PRACTICALS

Time: 3 Hours  Maximum: 75 Marks

SECTION A (1X20=20 Marks)

1. a) Determination of Stiffness of the given Fabric.
   Or
   b) Determination of Drape of the given Fabric.

SECTION B (1X40=40 Marks)

2. a) Determination of Bursting Strength of the given Fabric.
   Or
   b) Determination of Colour Fastness of the given Fabric by Laundrometer.
PERIYAR UNIVERSITY
M.SC. COSTUME DESIGN AND FASHION
MODEL THEORY QUESTION PAPER PATTERN
(FOR THE STUDENTS ADMITTED FROM THE ACADEMIC YEAR 2017-2018 ONWARDS)

ADVANCED GARMENT CONSTRUCTION PRACTICALS
Time: 4 Hours  Maximum: 75 Marks

SECTION A (1X20=20 Marks)

1.  a) Design, draft and construct Children’s garment for daily use.
    Or
    b) Design, draft and construct toddlers garment for recent trends.

SECTION B (1X40=40 Marks)

2.  a) Design, draft and construct party wear for 15-16 years girls.
    Or
    b) Design, draft and construct garment for a Fashion Show based on any theme.