**INTERNATIONAL DESIGN ACADEMY**

**SECOND YEAR EXAMINATION**

**Traditional Indian**

**TXTILE and embroideries**

**TIME 3:00 hour**

**MM-60**

**SECTION - A ATTEMPT ALL QUESTONS.**

**1. Which of the traditional textile motif is related to the French naut open work and Herringbone stitch techniques?**

**A. Chikankari of Lucknow B. Kantha of West Bengal**

**C. Pipli Applique Work D. Rajasthani Embroidery**

**2. Which of the traditional textile motif is the basically means ‘throat’, is associated with Lord Shiva?**

**A. Chikankari of Lucknow B. Kantha of West Bengal**

**C. Pipli Applique Work D. Rajasthani Embroidery**

**3. Which of the following traditional textile motif is named after the village?**

**A. Chikankari of Lucknow B. Kantha of West Bengal**

**C. Paisley Work D. Rajasthani Embroidery**

**4. \_\_\_\_\_\_is a hand-loom woven technique used to make Dacca muslin fabrics.**

**A.**  **[Jamdani](https://www.textileblog.com/jamdani-saree-the-pride-of-bangladesh/) B. Jaquard C. Tangail D. Sringar**

**5. Witch of the following is very popular art form of Himanchal Pradesh?**

**A. Chamba handkerchief B. Banni and heer bharat**

**C. Kutch and Kathiawar Embroidery D. Bagh Kashidakari**

**6. Which of the following is signature art form of tribal community of Gujarat?**

**A. Chamba Handkerchief B. Banni and Heer Bharat**

**C. Kutch and Kathiawar Embroidery D. Bagh Kashidakari**

**7. Which of the following is famous art form of Punjab region?**

**A. Chamba Handkerchief B. Banni and Heer Bharat**

**C. Kutch and Kathiawar Embroidery D. Bagh Kashidakari**

**8. Which of the following is very popular art form and is practiced by lohana commmunity?**

**A. Phulkari of Punjab B. Bagh Kashidakari C. Kashida D. Banni and Heer Bharat**

**10**. **Himru is produced by using \_\_\_\_\_\_\_ yarns.**

**A. Silk & Cotton B. Wool C. Polyester D. Jute**

**12. Beautiful ornament that is adorn on the forehead called \_\_\_\_ worn by women in Bihar.**

A. **Chicon B. Puan C. Garchola D. Tikli**

**13. The common tribal group of Nagaland is \_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**A. Nagas B. Burmasn C. Sikkims D. Cylonos**

**14. Ghaghra is the universal costume of \_\_\_\_\_\_\_\_\_\_\_\_\_\_ women.**

**A. Meghalaya B. Rajasthan C. Bihar  D. Nepal**

**15. A method of making the skin with light incision and adding colouring materials is called \_\_\_\_\_**

**A. Tattooing B. Painting C.** [**Printing**](https://textilelearner.net/textile-printing-methods/) **D. Cutting**

**16. The basic reason for wearing a cloth is \_\_\_\_\_\_\_\_\_**

**A. Modesty B. Protection C. Style D. Fashion**

**17. Check board design implies \_\_\_\_\_\_\_**

**A. Geometrical motif B. Natural motif  
 C. Abstract motif D. Stylized motif**

**18. A motif inspired from cosmic space is \_\_\_\_\_\_\_\_\_\_\_**

**A. Lotus B. Conch shell C. Wedding scenes D. Parrot**

**19. Mango motif is also called as \_\_\_\_\_\_\_\_\_\_\_**

**A. Shank B. Machi C. Paisely D. Champa**

**20. The usual word in Rigveda for costumes was \_\_\_\_\_\_\_\_\_\_\_**

**A.Surabhi B. Mantra C. Vedic D. Vasas**

**21. Bhandhani is also called as \_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**A. Ikkat B. Choonaris C. Paithani D. Patola**

**22.** [**Chanderi sarees**](https://textilelearner.net/traditional-chanderi-saree-a-system-approach/)**are produced in which state of India \_\_\_\_\_\_\_\_\_**

**A. Madhya Pradesh B. Uttar Pradesh C. Andhra Pradesh D.Himachal Pradesh**

**23. Bandhani is a colourful textile that uses one of the \_\_\_\_\_\_ technique.**

**A. Tie & dye B. Batik C. Block printing D. Painting**

**24. The process of tie and dye at yarn stage is \_\_\_\_\_\_\_\_\_\_**

**A. Bhandhani B. Dacca muslin C. Ikkat D. Kalamkari**

**25. 27. The traditional costumes for the men of West Bengal is \_\_\_\_\_**

**A. Mundu B. Dhoti C. Peta D. Chuan**

**28. Nine yards sari is worn by the women folk of \_\_\_\_\_**

**A. Maharashtra B. Assam C. Kerala D. Tripura**

**34.Kanjeevaram silk is the famous fabric of which state?**

**A.Karnataka B. Mahrashtra C. tamil nadu D. Kerala**

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| --- | --- | --- |
| **35. Which of the following is a famous handicraft of Andhra Pradesh?**  **A. Kalamkari painting B. Madhubani painting**  **C. Batik D. Dabu**    **36. KANTHA embroidery is from witch state?**  **A. Tamil nadu B. West Bengal C. Rajasthan D. Odisha**  **37. PHULKARI embroidery is from witch state?**  **A. Nagaland B. Rajasthan C. Punjab D. Manipur**  **38. SANGANERI is from witch state?**  **A. Nagaland B. Rajasthan C. Punjab D. Manipur**  **39. IKKAT is from witch state?**  **A. Tamil nadu B. West Bengal C. Rajasthan D. Odisha**  **40. PATOLA print is from witch state?**  **A. Gujarat B. Himachal Pradesh C. Karnataka D. Haryana**    **SECTION - b ATTEMPT Any one QUESTON.**  **Q1. Explain in the brief about Indian traditional motifs.**  **Q2. Name the traditional embroidery of India and brief them.**  **SECTION - c ATTEMPT Any one QUESTON.**  **Q1. Explain the weaving process of carpets.**  **Q2. Name the traditional silk saree of India and explain its weaving process.** |  |  |
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**INTERNATIONAL DESIGN ACADEMY**

**SECOND YEAR EXAMINATION**

**Marketing**

**TIME-3:00 MIN**

**MM-60**

**SECTION-A**

**ATTEMPT ALL QUESTONS.**

**1 Marketing concept address the four P’s: Product, Price, Promotion & -------------**

**A. Place B. Prestige C. Presentation D. Progress**

1. **A group of garments designed for a specific season.**

**A. Classic B. Collection C. Buying D. Apparels**

1. **Any paid message in the media used to increase sales.**

**A. Advertising B. Shopping C. Buying D. Interview**

1. **The business of buying fashion merchandise from a variety of resources and reselling it to ultimate consumers-----------------**
2. **Wholesalers B. Fashion retailing C. Marketing D. Merchandising**
3. **Prediction of fashion trend.---------------**
4. **Fashion forecasting B. Marketing C. Advertisement D. Sale test**
5. **Media coverage that is not paid for and has a mass audience and a high level of credibility**
6. **Publicity B. Promotion C. Poster D. Cataloge**
7. **Visual presentation of merchandise ----------------**
8. **Display B. Presentation C. Show D. Event**
9. **Report and ideas available by subscription to manufactures and retailers predictives-----**
10. **Reports B. Design services C. Publications D. New reports**
11. **French word for a small shop with unusual clothing and atmosphere--------------------**
12. **Tailoring B. Atelien C. Boutique D. Prêt O Preta**
13. **A fashion that long lasts**
14. **Classic B. Fad C. Trend D. Interrupted fashion**
15. **name identify products made by a particular manufactures**
16. **Brand B. Franchise C. Unique D. Store**
17. **stores owners hires more employee and increases space**
18. **Large B. Small C. Partnership D. Franchise**
19. **is a designer or fashion leader who sets a fashion direction**
20. **Trend setter B. Stylist C. Trend buyer D. Buyer**
21. **is the means of communication, newspapers, magazines, radio, TV, and**

**direct mail.**

1. **Current B. Reports C. Media D. Service**

**20 Hollywood of fashion world is**

**A. London B. Milan C. Paris D. New York**

**21 The two major fashion seasons are**

**A. Spring - summer / autumn - winter**

**B. Spring - summer / autumn – summer**

**C. Autumn – winter / fall – summer**

**D. Spring – summer / fall – winter**

**22 \_\_\_\_\_\_\_\_\_\_\_ is a French word for ready-to wear**

**A. Haute couture B. Pert-a-porter C. Contour D. Silhouette**

**23 Consumers want best product at**

**A. Low price B. Best price C. Standard price D. Average price**

**25 High fashion is also called\_\_\_\_\_\_\_\_**

**A. Haute couture B. Pret-a-porter C. Style D. Mode**

**26 Designs that are widely accepted and produced in large quantities.**

**A. High fashion B. low fashion C. Mass fashion D. Standard fashion**

**27 A season where there is a maximum demand for a particular design.**

**A. Peak season B. Spring season C. Low season D. Winter season**

**28 Dior collection is otherwise termed as**

**A. 40’s collection B. dior look C. New look D. French look**

**29 A styling which is usually less expensive than designer appeal which is aimed at young customers**

**A. Traditional styling B. Contemporary styling**

**C. Ethnic styling D. Fusion styling**

**30 A \_\_\_\_\_\_\_\_ Is important as long as it is combined with a proper relationship of quality and price.**

**A. Price B. Brand name C. Design D Fashion**

**SECTION-b**

**ATTEMPT ALL QUESTON**

Q1**. Write down the difference between fashion marketing and fashion merchandising.**

**Q2. What is fashion cycle? Explain it.**

**Q3. What is retail management?**

**Q4. Why the location and parameters are important for a retail stores? Explain in brief.**

**INTERNATIONAL DESIGN ACADEMY**

**Second YEAR EXAMINATION**

**Dyeing and printing techniques**

**TIME-3:00 min**

**MM-60**

**SECTION - A ATTEMPT ALL QUESTONS.**

**1. Which of the following is NOT a basic weaving element?**

**A. Warp B. Weft C. Selvedge D. Knot**

**2. Which of the following is NOT a common weave structure?**

**A. Plain weave B. Twill weave C. Satin weave D. Basket weave**

**3.** [**Which of the following is a type of selvedge?**](https://www.onlineclothingstudy.com/2015/12/what-is-selvedge-in-fabrics.html)

**A. Plain selvedge B. Twill selvedge C. Satin selvedge D. All of the above**

**4. What is the purpose of a spindle in spinning?**

**A. To hold the fiber in place**

**B. To produce the desired twist in the yarn**

**C. To measure the length of the fiber**

**D. To remove impurities from the fiber**

**5. What is a dye?**

**A. A chemical that imparts color to a textile material**

**B. A type of fabric**

**C. A method of printing on fabric**

**D. A type of finishing process**

**6. What is a shade card?**

**A. A card that shows the range of colors that a particular dye can produce**

**B. A card that shows the different types of dyes**

**C. A card that shows the different types of fibers**

**D. A card that shows the different types of textile materials**

**7. What is the basic unit of woven fabric?**

**A. Yarns B. Fibers C. Threads D. Loops**

**8. Which type of yarn is made by twisting two or more single yarns together?**

**A. Ply yarn B. Filament yarn C. Textured yarn D. Elastic yarn**

**9. Which type of fabric is produced by interlocking loops of yarns?**

**A. Woven fabric B. Non-woven fabric C.** [**Knitted fabric**](https://www.onlineclothingstudy.com/2021/11/a-brief-history-of-knitting-with.html) **D. Lace fabric**

**10. What is the term used to describe the process of adding twists to yarns?**

**A. Weaving B. Knitting C. Spinning D. Twisting**

**11. Which type of yarn is made from long continuous fibers?**

**A. Staple yarn B. Filament yarn C. Textured yarn D Core-spun yarn**

**12. Which type of yarn is made by twisting together short fibers?**

**A. Staple yarn B. Filament yarn C. Textured yarn D. Core-spun yarn**

**13. Which of the following fibers is the strongest?**

**A. Nylon B. Polyester C. Cotton D. Wool**

**14. Which of the following fibers is the most absorbent?**

**A. Cotton B. Polyester C. Nylon D. Acrylic**

**15. Which type of fiber is known for its luster and drape?**

**A. Silk B. Cotton C. Wool D. Polyester**

**16. Which type of fiber is highly resistant to wrinkles and has good crease recovery?**

**A. Cotton B. Wool C. Polyester D. Silk**

**17. Which type of fiber is highly flame-resistant?**

**A. Cotton B. Wool C. Polyester D. Acrylic**

**18. Which of the following fibers is the most elastic?**

**A. Nylon B. Polyester C. Cotton D. Wool**

**20. Which of the following is a plant-based fiber?**

**A. Cotton B. Wool C. Silk D. Nylon**

**21. Which type of fiber is known for its high moisture regain and breathability?**

**A. Polyester B. Nylon C. Cotton D. Acrylic**

**22. The fibre dominated by textile industry is**

**A. Linen B. Silk C. Cotton D. Jute**

**23. The second largest producer of silk is**

**A. Thailand B. China C. India D. Malaysia**

**24. The fibres used in biodegradable products and in packing industry is**

**A. Jute and coir B. Cotton and nylon C. Polyester and polyamide D. Cotton and polyamide**

**25 . Any weave and twist can be given to**

1. **Fabric B. Yarn C. Fibre D. Filament**

**26. What type of materials are nylon, rayon and polyester are**

**A. All are vegetable fiber**

**B. All are natural fiber**

**C. All are synthetic fiber**

**D. All are semi-synthetic fiber**

**27. Which mode on yarn will be stronger and will produce smooth - surfaced to the fabrics?**

**A. Longer B. Twists C. Staples D. Quality**

**28. Which fibre is manufactured from stem?**

**A. Coir B. Jute C. Asbestos D. Armid**

**29. Which is the example of twill weave fabric?**

**A. Cotton B. Wool C. Denim D. Silk**

**30. Which protects our body from dust and different climatic condition?**

**A. Gloves B. Clothes C. Apron D. Mat**

**31. What is the example of non-woven fabrics?**

**A. Felt B. Cotton C. Wool D. Silk**

**32. Which one is napped fabric?**

**A. Cotton B. Velvet C. Silk D. Wool**

**33. What are the process of length wise and width wise yarns?**

**A. Construction of fibres B. Construction of fabric**

**C. Non-woven fabric D. Construction of yarn**

**34. Which fabric is necessity to winter wear?**

**A. Cotton B. Wool C. Polyester D. Nylon**

**35. Which is the fibre from plants?**

**A. Wool B. Cotton C. Silk D. Polyester**

**36. Which fabric is necessity to summer wear?**

**A. Cotton B. wool C. Polyester D. Silk**

**36. Weaving involves which technique?**

**A. Interlacement B. Interloopment C. Both 1 & 2 D. None**

**37. Knitting is traditionally done on which type of yarns?**

**A. Cotton B. Silk C. Wool D. Nylon**

**38. What is the microscopic structure of a fabric?**

**A. Weaving B. Knitting C. Both 1 & 2 D. None**

**39. Denim is what type of weave?**

**A. Plain B. Twill C. Satin D. Basket**

**40. Witch type of weave use in chintz fabric**

**A. Plain weave B. Satin weave C. Twill weave**

**INTERNATIONAL DESIGN ACADEMY**

**Second YEAR EXAMINATION**

**Dyeing and printing techniques**

**TIME-3:00 min**

**MM-60**

**SECTION - A ATTEMPT ALL QUESTONS.**

**1. For the application of basic dyes on cotton this process is essential.**

**A Mordanting B Acetylating  C Coupling D Vatting**

**2. Profilm method is one of the method used to develop \_\_\_\_\_\_\_\_ for printing.**

**A. Blocks B. Screens  C. Fabric D. Pigments**

**3. The function of doctor blade in roller printing is to  
 A. Give pressure to the roller**

**B. Scrap off excess colour paste from the roller**

**C. Give pressure to the cloth  
 D. Steaming the roller  
  
 4. The least size of ordinary honey comb weave is on \_\_\_\_\_\_ threads.**

1. **4 B. 3 C. 8 D. 6**

**5. The class of dyes which are formed from to components usually referred to as naphthols and bases**

**A. Dispersed dyes B. Sulphur dyes C. Azoic dyes D. Reactive dyes**

**6. An example for a water insoluble dye is \_\_\_\_\_\_\_\_\_ dyes.**

1. **Vat B. Acid C. Reactive D. Basic**

**7. The function of common salt in the dye bath of direct dyes on cotton is**

**A. As an exhausting agent B. As a retarding agent  
 C. As a solvent D. As a softening agent  
  
 8. Cork screw weaves are produced by rearranging threads of a regular \_\_\_\_\_\_\_\_ weave.  
 A. Twill B. Mat C. Rib D. Honey comb  
  
 9. The treatment that follows printing are termed**

**A. Successor process B. After treatment**

**C. . Discharging D. Crimping**

**10The transverse group of threads running from one selvedge to the other in a cloth is termed  
 A. Pile B. Weft C. Warp D. End**

**11. De-sizing is a \_\_\_\_\_\_\_\_\_\_ process.**

**A. Dyeing B. Pre-treatment C. After treatment  D. Printing**

**12. \_\_\_\_\_\_\_\_\_\_ is an universal bleaching agent.**

**A. Bleaching powder B. Hydrogen peroxide**

**C . Copper sulphate D. Hydrogen chloride**

**13. Squeegee is used in \_\_\_\_\_\_\_\_\_ printing.  
 A. Screen B. Batik C. Roller D. Stencil**

**14. The main constituent of cotton fiber is**

**A. Cellulose B. Fibroin C. Amino acids D. Lignin**

**15. Indigo belongs to \_\_\_\_\_\_\_ class of dyes.**

**A. Sulphur B. Basic C. Vat D. Reactive**

**16. Check board design implies \_\_\_\_\_\_\_**

**A. Geometrical motif B. Natural motif C. Abstract motif D. Stylized motif**

**17. Himru is produced by using \_\_\_\_\_\_\_ yarns.**

**A. Silk & Cotton B. Wool C. Polyester D. Jute**

**18. Removal of \_\_\_\_\_\_\_\_ from the silk is degumming.**

**A Sericine          B. Honey          C. Starch          D. Keratin**

**19. Commonly used optical whitening agent**

**A. Caustic soda         B . Sodium carbonate         C. Turkey red oil          D. Tinopal**

**20. Bleaching PH is maintained in what range**

**A. 2-4         B. 10-11          C. 5-8          D. 15-18**

**21. Eco-friendly bleaching is \_\_\_\_\_\_\_**

**A. Hypochlorite bleaching          B. Sodium chlorate bleaching**

**C. Hydrogen peroxide bleaching          D. Caustic soda bleaching**

**22.** The process of burning protruding fibers to deliver a smooth fabric the surface

A. Singeing  B. Bleaching C.  Shearing D.  Cropping

23. Caustic soda mercerization of cotton is carried out for improvement a of

a. Strength and luster b. Whiteness c. Wetting

**24. Acid dyes on nylon are held by**

**a. Electrostatic attraction b. hydrogen bonding c. Vander waal’s forces**

**25. Chemical suitable for discharge printing is**

**a. Zirconium sodium sulphoxylate formaldehyde b. Hydorgenperoxide c. Sodium silicate**

**26. Decatising process is used for finishing of**

**a. Cotton b. polyester c. Wool**

**27. Limiting oxygen index is determined to test the efficiency of**

**a. Wash and wear finishing b. Water proofing c. Flame retardant finishing**

**28. Jet-dyeing machine is commonly used for dyeing of**

**a. Wool b. Cotton c. Polyester**

**29. When twist is increased in a spun yarn, its strength**

**A. increases B. decreases C. does not change D. first increases and then decreases**

**30. Gas-singeing machine is operated at a speed of**

**A. 50 – 70 m/min B. 125 – 200 m/min C. 10-40 m/imn D. 80 – 120 m/min**

**SECTION - b**

**ATTEMPT all QUESTONS.**

**Q1. What is a grey fabric?**

**Q2. What are the preparatory processes of dyeing for cotton?**

**Q3. Write down the definition of DYE and its classification.**