

Sample Multiple Choice Questions
Winter Session 2021 (January 2022)
M. Sc. Semester III - Branch III - Textile and Fashion Technology

Subject: Global Fashion Scenario

Instructions:

1. Attempt any 8 out of the 10 given MCQs
2. Each MCQ is of one mark
3. Read each statement carefully and mark any one option out of the four Options that you think is the correct answer
4. No negative marking for wrong answers

1. Which of the following is not a benefit of the Liberalization Policy?
 - a. Costly experiments for the small-scale industries
 - b. Lower interest rates
 - c. Reduction of inflation
 - d. Increase in exports

Correct answer: option “a”

2. Globalization has four parameters, which of the following is not a parameter?
 - a. Permitting free flow of goods by removing or reducing trade barriers between the countries.
 - b. Creating environment for flow of capital between the countries
 - c. Allowing free flow in technology transfer
 - d. Creating environment for labour working in their own countries

Correct answer: option “d”

3. At the introduction stage of the fashion cycle, new styles are _____
 - a. priced low to ensure quick sales
 - b. purchased in large numbers by retailers
 - c. usually accepted in small numbers by fashion leaders
 - d. produced in large quantities

Correct answer: option “c”

4. The _____, gave average women's sizes to manufacturer's in UK.
 - a. Hector's table
 - b. Bridgland's table
 - c. Benito's table
 - d. Bastia's table

Correct answer: option “b”

5. These professionals create apparel for groups of people.
 - a. Pret-a-porter designers
 - b. Merchandisers
 - c. Luxury product designers
 - d. Pattern maker

Correct answer: option “a”

6. Custom-manufactured products are possible with:
- a. Online shopping platform
 - b. Mobile shopping
 - c. Internet revolution
 - d. Megastores

Correct answer: option “c”

7. Designers for this type of fashion typically focus on more luxurious styles, fabrics and materials.
- a. Casual wear
 - b. Classic wear
 - c. Evening wear
 - d. Nightwear

Correct answer: option “c”

8. "SAVE THE SAREE" is a revival initiative of-
- a. Rohit Khosla
 - b. Anamika Khanna
 - c. JJ Valaya
 - d. Sabyasachi Mukherjee

Correct answer: option “d”

9. Current Chairman of the Board of the Council of Fashion Designers of America
- a. John Charles Galliano
 - b. Ralph Lauren
 - c. Thomas Carlyle Ford
 - d. Christian Dior

Correct answer: option “c”

10. Name of the world’s most famous and largest fashion magazine started in Paris and still maintains its headquarters there
- a. Vogue
 - b. Cosmopolitan
 - c. Elle
 - d. InStyle

Correct answer: option “c”



Subject : Management & Administration In The Textile & Apparel Business

Instructions:

1. Attempt any 8 out of the 10 given MCQs
2. Each MCQ is of 1.5 marks
3. Read each statement carefully and mark any one option out of the four Options that you think is the correct answer
4. No negative marking for wrong answers

1. It is the way to inform, remind, persuade convincingly, and influence the consumers to drive their decision towards purchasing the product or service under a brand
 - a. Brand Positioning
 - b. Brand loyalty
 - c. Brand Equity
 - d. Brand promotion**

Correct answer “d”

2. This type of market research is helpful when you need to detect problems or bugs in early prototypes before launching them
 - a. Competitor Research
 - b. Usability Testing**
 - c. Customer Segmentation Research
 - d. Consumer Research

Correct answer “b”

3. In this stage of group development, the members start to resolve their differences, appreciate colleagues' strengths, and respect the authority of a leader.
 - a. Forming
 - b. Storming
 - c. Adjourning
 - d. Norming**

Correct answer “d”

4. _____ refers to a business's aim to actively make the world and society a better place
 - a. Philanthropic Responsibility**
 - b. Environmental Responsibility
 - c. Economic Responsibility
 - d. Ethical Responsibility

Correct answer “a”

5. The formula for net profit is _____
 - a. Net Profit = Gross Sales – Cost of goods sold
 - b. Net Profit = Total Revenue - Total Expenses**
 - c. Total Sales - Total Expenses = Net Profit
 - d. Net Profit = Total Expenses - Net sales

Correct answer “b”

6. _____ is a union of companies operating in unrelated activities. The union will take place only if it increases the wealth of the shareholders.
- a. Congeneric
 - b. Market extension
 - c. Conglomerate**
 - d. Horizontal

Correct answer “c”

7. Imitative entrepreneurs are characterized as persons _____
- a. who discovers new market and restructures the enterprise.
 - b. who are ready to adopt successful innovations already inaugurated.**
 - c. who lack the will to adopt to new methods of productions
 - d. who refuse to adopt opportunities and make changes

Correct answer “b”

8. The dimensions of a production plan include various aspects like _____
- a. Plant location, Plant layout, Inventory utilization, Monitoring stock turn and coverage, Quality testing , Total quality management and Budgeting production plan
 - b. Plant set-up, Plant layout Inventory management, Monitoring stock turn and coverage, Quality testing, Total quality management and Budgeting production plan
 - c. Plant location, Plant layout Inventory management, Monitoring stock turn and coverage, Quality management system, Total quality management and Budgeting production plan**
 - d. Plant location, Plant layout Inventory management, Monitoring water and electricity, Quality testing, Total quality management and Budgeting production plan

Correct answer “c”

9. which is one of the features of strategy implementation
- a. Money oriented
 - b. Action oriented**
 - c. Profit oriented
 - d. Sales oriented

Correct answer “b”

10. Strategy implementation is not carried out at
- a. Behavioural implementation
 - b. Functional implantation
 - c. Elemental implementation**
 - d. Operational implementation

Correct answer “c”

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Subject: Garment Production Technology

Instructions:

1. Attempt any 8 out of the 10 given MCQs
2. Each MCQ is of 1.5 marks
3. Read each statement carefully and mark any one option out of the four Options that you think is the correct answer
4. No negative marking for wrong answers

1. This measures the skill and expertise of a particular employee.

- a. Line Efficiency
- b. Operator Efficiency**
- c. Industrial Sickness
- d. Total Quality Management

Answer- Operator Efficiency

2. Project layout or stationary layout are other names for _____ layout

- a. Cellular layout
- b. Hybrid layout
- c. Fixed position layout**
- d. Product layout

Answer- Fixed position layout

3. Which of the following is not an internal cause of industrial sickness

- a. Project Appraisal Deficiencies
- b. General Recessionary Trend**
- c. Lack of Finance
- d. Marketing Problems

Answer- General Recessionary Trend

4. This process involves drawing of a marker plan directly on fabric or creating it on a paper marker, or copying information related to the pattern piece on the fabric without drawing any pattern lines over it as in computerised cutting.

- a. Marker pushing
- b. Marker utilisation**
- c. Marker fitting
- d. Marker copying

Answer- Marker utilisation

5. _____ Needle point is used for sewing leather, coated or laminated fabrics

- a. Universal needles
- b. Cloth Point needles
- c. Ball Point Needles
- d. Cutting Point Needles**

Answer- Cutting Point Needles

6. Which of the following is not an objective of cutting?
- a. Fabric control during spreading
 - b. Elimination of fabric faults
 - c. **In Correct ply tension**
 - d. Alignment of plies

Answer- In Correct ply tension

7. In a specification sheet which amongst the following is incorrect about callouts?
- a. includes stitch and seam types
 - b. sections of the tech-pack includes important details not mentioned in the spec list.
 - c. arrows can be used to give clear legible instructions
 - d. **all specifications are repeated and emphasized in the callout**

Answer- All specifications are repeated and emphasized in the callout

8. A sheet which comprises of all the stitching details of the garment is called

- _____
- a. Proforma Invoice
 - b. Bill of materials
 - c. Cost Sheet
 - d. **Spec Sheet**

Answer- Spec Sheet

9. Digital t-shirt printer uses _____ based pixo ink pigment for printing on any kind of a fabric
- a. Azo
 - b. Basic
 - c. **Water**
 - d. Reactive

Answer- water

10. _____ is a process by which fabric can be draped over a form in a realistic way.
- a. **Texture Mapping**
 - b. Grading System
 - c. Marker Making Systems
 - d. Sketch Pad Systems

Answer- Texture Mapping

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