

Sample MCQs for M.Sc. II Semester IV (Regular examination 2019-2020)

Subject: Trend Research Forecasting

Branch: III (Textile and Fashion Technology) Semester: IV Class: M.Sc.

Instructions:

1. All MCQs have to be attempted.
2. Each MCQ carries 2 marks.
3. Read each statement carefully and mark any one option out of the options that you think is the correct answer.
4. No negative marking for wrong answers

1. What type of show will be most relevant and will attract a broader range of people including fibre manufacturers, yarn manufacturers, fabric manufacturers, retail buyers and designers?
 - a) Run-way
 - b) Yarn
 - c) Colour
 - d) Garment

Correct answer: option “b”

2. From which year does colour forecasting came into existence?
 - a) Early 1600s
 - b) Early 1700s
 - c) Early 1800s
 - d) Early 1900s

Correct answer: option “c”

3. Who is the most popular public figure of style and epitome of classic fashion with her unique style that resonated with many women?
 - a) Stephanie Rodricks
 - b) Kate Middleton
 - c) Meghan Markle
 - d) Princess Diana

Correct answer: option “d”

4. Award ceremonies, royalty, magazines, social media demonstrate the influence of which of these most significantly on contemporary fashion designs?
 - a) Celebrities
 - b) Culture
 - c) Street
 - d) Contemporary culture

Correct answer: option “a”

5. What is the primary basis for market segmentation?
 - a) Demographics
 - b) Psychographic
 - c) Physiographic
 - d) Ethnographics

Correct answer: option “a”

MEDIA & COMMUNICATION IN TEXTILE & APPAREL

SAMPLE / MOCK QUESTIONS

M.Sc II – SEM IV : DEPARTMENT OF TEXTILE & FASHION TECHNOLOGY

1. Which of these is not one of the principles of communication?
 - a. Clarity
 - b. Courtesy
 - c. Communication
 - d. Completeness

Correct Answer: Option C

2. Communication between the employees of two different departments working at different levels in an organization is known as _____ communication.
 - a. Upward or bottom-up
 - b. Downward or top-down
 - c. Horizontal or lateral
 - d. Crosswise or diagonal

Correct Answer: Option D

3. Who among these is a famous English fashion, war and portrait photographer
 - a. Adolph De Meyer
 - b. Cecil Beaton
 - c. Norman Parkinson
 - d. Erwin Blumenfeld

Correct Answer: Option B

4. In Berlo's Model of Communication, SMCR stand for
 - a. Sender- Message-Channel-Receiver
 - b. Sender- Manager-Channel-Receiver
 - c. Source- Message-Channel-Receiver
 - d. Sender- Message-Course-Receiver

Correct Answer: Option A

5. The relationship between Hollywood and couture began in 1931 with Sam Goldwyn offering a designer a million-dollar contract to design for MGM. Identify this designer
 - a. Coco Chanel
 - b. Gilbert Adrian
 - c. Edith Head
 - d. Givenchy

Correct Answer: Option A

Branch: III (Textile and Fashion Technology)

Subject: Intellectual Property Rights for Textiles and Garments

Semester: IV

Class: M.Sc. II

1. A patent provides patent owners with protection for their inventions which is granted for a limited period of how many years?
 - a) 20 years
 - b) 5 years
 - c) 10 years
 - d) 15 years

Correct answer: option "a"

2. Amongst the following in which case a patent is rarely provided?
 - a) New product
 - b) New process
 - c) New solution to problems
 - d) Same old process with slight modification

Correct answer: option "d"

3. The textile and apparel industry together account for how much percentage of the Indian GDP?
 - a) 4%
 - b) 1%
 - c) 6%
 - d) 3%

Correct answer: option "a"

4. In the trademark sound mark should be submitted in which format?
 - a) AAC
 - b) FLAC
 - c) MP3
 - d) WAV

Correct answer: option "c"

5. The first patent of GMO was allowed by which court in 1980?
 - a) Supreme Court
 - b) Indian Supreme Court
 - c) US Supreme Court
 - d) European Supreme Court

Correct answer: option "c"