**B Design Specialization in Lifestyle Accessory Design Examination: October 2014 Semester: V**

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| **Day & Date** | **Semester** | **Subject Name** | **Time** | **Code** | **Max. Marks** |
| **Thursday**  **09/10/2014** | **V** | **Product Development – II (Fashion Accessories)** | **11. 00 AM**  **to**  **01.30 PM** | **5301** | **75** |

**Instructions-**

**1. Attempt any 5 questions out of 7.**

**2. All questions carry equal marks**

**Q1.** What is Jewellery? Why jewellery ornamentation started as per your research? Give some example meanings and messages which are identified by jewellery and body ornamentation? 15

**Q2.** What do you understand by the term “Costume Jewellery”? Give some famous material examples used for costume jewellery development? 15

**Q3.** Explain all the below given terms- 15

* Punching Process
* Doming Process
* Filing Process
* Inlay Process
* Casting Technique

**Q4.** Explain the difference between- 15

* Engraving and Carving
* Soldering and Bending
* Lacquering Process and Enameling Process

**Q5.** What do you understand by “Design Methodology” as a designer? What are the major phases/steps of “Design Methodology”? Explain with details. 15

**Q6.** What do you understand by target profiling or aiming your target consumer as a designer? What are the major factors do you study/research while target profiling or aiming your target consumer?15

**Q7.** What do you mean by “Bench Marking” during design methodology? Give one example of bench marking process in detail, used by you during any of your

project? 15