

Register Number:

**6741**

Name of the Candidate:

**B.Sc DEGREE EXAMINATION, 2008**

**(FASHION DESIGN)  
FIRST YEAR  
PAPER-XIII**

**113. BASICS OF FASHION**

*Dec.)*

*(Time: 3 Hours*

Maximum: 60 Marks

**SECTION-A**

**I. Fill in the blanks (15×1=15)**

1. Increased leisure time \_\_\_\_\_ the fashion cycle.
2. Secondary level fashion business composed of \_\_\_\_\_.
3. \_\_\_\_\_ is the characteristic distinctive appearance of a garment.
4. An individual owning the business, assuming risks, is called \_\_\_\_\_.
5. \_\_\_\_\_ consists of activities involved in selling directly to ultimate consumers for non-business use.

6. A style that remains in general fashion acceptance for an extended period of time is called \_\_\_\_\_.
7. An association of two or more persons to carry as co-owners of a business is called \_\_\_\_\_.
8. The fashion that sweeps popularity and quickly disappears is called \_\_\_\_\_.
9. An corporation selling its shares to open market is called \_\_\_\_\_.
10. \_\_\_\_\_ is the chief governing body of the corporation.
11. The two theories of clothing are \_\_\_\_\_ and \_\_\_\_\_.
12. Coco was the name given to \_\_\_\_\_.
13. \_\_\_\_\_ are studies that portrays potential customers.
14. \_\_\_\_\_ divides consumers into homogeneous forget segments.
15. \_\_\_\_\_ is an arrangement whereby firms are given permission to produce.

**SECTION-B**

**(5×3=15)**

**II Write short notes on any FIVE of the following questions.**

1. Down flow theory
2. The corporation and the franchise
3. Scope of fashion business
4. Stages of fashion cycle
5. Counter & window displays
6. Basic theory of selling
7. Factors affecting choice of distribution

**SECTION-C**

**(3×10=30)**

**III Write short notes on any THREE of the following**

1. Explain about the components of fashion
2. Marketing Research
3. Consumption of fashion goods
4. Theories of clothing origin
5. Elaborate on the Intangibles of fashion

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