

Register Number :

Name of the Candidate :

1 3 5 1

B.Sc. DEGREE EXAMINATION, 2010

(FASHION DESIGN)

(FIRST YEAR)

(PAPER - XIII)

113. BASICS OF FASHION

May]

[Time : 3 Hours

Maximum : 60 Marks

SECTION - A (15 × 1 = 15)

Answer ALL questions.

Fill in the blanks :

1. The language of Fashion tells about

- (a) Boutique.
- (b) Couturier.
- (c) Haute couture.
- (d) All the above.

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2. Style is popular and refers to sub-division to
(a) Fashion.
(b) Distinguished designs.
(c) Fashion when supported by consumers.
(d) None of the above.
3. When a fashion is constant or long lasting such as salwar kameez and saree, it is called
(a) Basic.
(b) Classic.
(c) Fad.
(d) Both (a) and (b).
4. After the peak, the fashion becomes available at the
(a) Cheapest price.
(b) Mark-down price.
(c) Low promotional price levels.
(d) All the above.

SECTION - C (3 × 10 = 30)
Answer any THREE of the following.

23. Write on fashion seasons of costumes.
24. Discuss on fads, fashion look with five examples.
25. Write on fashion clothing origin.
26. Channels of distribution. - Write on its negative side in marketing.
27. Fashion forecast on girl's costumes 2010 of winter wear.

11. Fashion recurs at every successive
12. We segment the market for the purpose of
13. The concept behind fashion is to increase
14. Product development is usually with 30 to 40 days time.
15. Business scope increases when there is a

SECTION - B (5 × 3 = 15)

Write short notes on any FIVE of the following.

16. Vertical flow theory.
17. Fashion language.
18. Acceptance.
19. Fashion look.
20. Clothing origin.
21. Short lived fashions with examples.
22. Recurring stages of the fashion cycle.-
Discuss.

5. Worldwide accepted Indian costumes are
(a) Bandhini.
(b) Madras checks.
(c) Nehru waist coat.
(d) All the above.
6. and are the theories adopted for fashion adoption.
7. Legend fabric include a five yard piece of the could be packed in a match box.
8. Those who generally only buy mass marketing clothing may still buy designer wear occasionally if only from the discount outlet.
9. Customers who start the fashion are
10. Consumers who follow the fashion created by a leader is

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