

Register Number :

Name of the Candidate :

5 3 5 2

B. Sc. DEGREE EXAMINATION, 2010

(FASHION DESIGN)

(FIRST YEAR)

(PAPER - XIII)

113. BASICS OF FASHION

December]

[Time : 3 Hours

Maximum : 60 Marks

SECTION - A (15× 1= 15)

I. Fill in the blanks :

1. Fashion language tells really about

.....

(a) Pret-a-porter.

(b) Stylist.

(c) Botique.

(d) None of the above.

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12. Research in the market regarding a particular season tells about
13. Distribution channels include and Haute Couture.
14. Fashion shows help in business
15. Reorder given by the buyer increases..... .

SECTION - B (5 × 3 = 15)

2. Write short notes on any FIVE of the following :

- (a) Horizontal flow theory.
- (b) High fashion and classics.
- (c) Change in fashion.
- (d) Why should you change fashion to meet demand ?
- (f) Fashion adoption.
- (f) Fashion innovators.
- (g) Business scope.

5. The broad influences that motivate people to purchase fashionable items are
 (a) Economics.
 (b) Social and cultural activities.
 (c) Technology and political activities.
 (d) All the above.
6. theory is the best theory to adopt for fashion industry.
7. A 15 yard piece of 36 inches width 'mulmal khas' in the reign of the Emperor weighed only 900 gms. (Dacca Muslin.)
8. In Baluchar, the pallos were the most elaborately portions.
9. The first fashion's designer's district was in
10. The consumption of fashion goods is
11. Recurring cycle is fashion Comeag with a slight

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2. Style is always
- (a) Constant.
 - (b) Modification of fashion.
 - (c) Outline of a garment.
 - (d) All the above.
3. Basics or classics are the outfits which stay in the fashion scene
- (a) For a long period of time.
 - (b) From past to present.
 - (c) Even in future.
 - (d) All the above.
4. The dynamics of fashion apparel as well as the relationship of
- (a) The movement of fashion.
 - (b) The acceptance of group
 - (c) The price ranges.
 - (d) All the above.

SECTION - C (1 × 10 = 30)

3. Answer any *THREE* of the following :
- (a) Accessories is important as dresses. Explain your point.
 - (b) Why does fashion change ?
 - (c) Explain women's 19th Century costumes.
 - (d) Write on market research as facilitator in business.
 - (e) Give your forecast regarding children's 2010 summer wear.