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Register Number :

Name of the Candidate :

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3. Theories of clothing origin.
4. Explain in detail about fashion shows.
5. Marketing research & fashion.

(FASHION DESIGN)

(FIRST YEAR)

(PAPER - XIII)

B.Sc. DEGREE EXAMINATION, 2009

113. BASICS OF FASHION

December]

[Time : 3 Hours

Maximum : 60 Marks

SECTION - A (15 × 1 = 15)

I. Fill in the blanks :

1. Increased leisure time the fashion cycle.
2. Fashion is all about
3. Fashion indicates
4. A style that remains in general fashion acceptance for an extended period of time is called

Turn over

5. An association of two or more persons to carry as co - owners of a business is called
6. The fashion that sweeps popularity and quickly disappears is called
7. Fashion is the combination of science and
8. The two theories of fashion are &
9. Coco was the name given to
10. Fashion is the ability to chance to the time and environment.
11. is fun for those who enjoy those emerging changes.
12. A corporation selling its shares to open market is called
13. is an arrangement whereby firms are given permission to produce.
14. Fashion responds to whatever is
15. Fashion trends are the ideas that major collections have in common.
- SECTION - B** (5 × 3 = 15)
- II. Write short notes on any FIVE of the following questions :*
1. Down flow theory.
 2. Factors affecting choice of distribution.
 3. Trends in fashion.
 4. Fashion cycle.
 5. Counter & window displays.
 6. Basic theory of selling.
 7. Fashion shows.
- SECTION - C** (3 × 10 = 30)
- III. Write a detailed note on any THREE of the following :*
1. Explain about the components of fashion.
 2. Elaborate on the intangibles of fashion.