

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
