Register Number: **2771-A**

Name of the Candidate:

# B.Sc. DEGREE EXAMINATION - 2009

## (FASHION DESIGN)

### (FIRST YEAR)

### (PAPER - XIII)

### 113. BASICS OF FASHION

*May)* (*Time: 3 Hours*

Maximum: 60 Marks

### SECTION - A

**I. Fill in the Blanks:** **(15 × 1 = 15)**

1. Increased leisure time _____ the fashion cycle.

2. Fashion and beauty sum up in _____

3. Fashion and beauty go together to create a _____

4. Fashion is combination of _____

5. Couture is simply the French word for fine custom _____

6. Secondary tend fashion business composed of _____

7. _____ is the characteristics distinctive appearance of a garment.

8. An individual owing business, assuming risk, is called _____

9. The fertility of forcing charge is _____

10. _____ is an arrangement whereby firms are given permission to produce.

11. _____ divides consumers into homogeneous forget segments.

12. _____ changes are major determinants of emerging fashions.

13. _____ are studies that portrays potential customers.

14. The two theories of clothing are _____

15. _____ is the chief governing body of the corporation.

## SECTION – B

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

$(5 \times 3 = 15)$

1. Down flow theory.

2. Scope of Fashion business.

3. Stages in fashion cycle.

4. Causes of failure in fashion.

5. Trends in fashion.

6. Theories of clothing.

7. Factors assessing choice of distribution.

## SECTION – C

**III. Write short notes on any THREE of the following questions:**

$(3 \times 10 = 30)$

1. Explain in detail about the components of fashion.

2. Fashion cycle in detail.

3. Latest trends in fashion.

4. Explain how the new trend reaches into the market.

5. Theories of clothing origin.

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