

Register Number:

Name of the Candidate:

B.Sc. DEGREE EXAMINATION, May 2015

(FASHION DESIGN)

(FIRST YEAR)

113/540: BASICS OF FASHION

(New & Old Regulations)

Time: Three hours

Maximum: 60 marks

SECTION-A

(15× 1 = 15)

Answer ALL questions

I. Fill in the blanks:

1. Style means follow by _____ of person
2. A design is a composition of _____, _____ texture.
3. _____ is a short living of fashion.
4. Fashion is ever _____ though the pace may vary.
5. _____ and _____ videos of the present time influence the dressing.
6. _____ is always remains in motion.
7. Every fashion cycle passes _____ store at different places.
8. _____ line make Broad illustration.
9. _____ indicates the degree of lightness or darkness of a colour
10. The Green colour make _____ emotions
11. Fashion follow a direction which is unmated by _____, _____
12. _____ is the sensuous elements of design
13. _____ is information given to the public.
14. _____ is English term for made-to measure men's suit?
15. People who do skilled work with their hands called _____

SECTION-B

(5× 3= 15)

Write short notes on any FIVE of the following:

16. Define Fashion Look
17. What are the accessories fashion trends?
18. Define high fashion.
19. Types of the Fashion cycle.
20. Stages of cycle.
21. Market segmentation

22. Define consumption of fashion goods.

SECTION-C

(3× 10= 30)

Answer any three questions

23. Explain about the language of fashion.

24. Elaborate on the theories of fashion adoption.

25. What are types of Fashion cycles and explain.

26. Explain about the business of fashion.

27. Explain about the fashion forecast.
