

TB221020V

Reg. No :

Name :

B. Sc. DEGREE (C.B.C.S.) EXAMINATION, NOVEMBER 2022
(2022 Admissions (regular) 2021 Admissions (Improvement / Supplementary), 2020, 2019, 2018, Admissions
Supplementary)

SEMESTER I - CORE COURSE (APPAREL AND FASHION DESIGN)
FD1B01B18 - SOCIOLOGY OF FASHION

Time : 3 Hours

Maximum Marks : 80

Part A

I. Answer any Ten questions. Each question carries 2 marks

(10x2=20)

1. What are the sources of fashion?
2. Describe the three components of fashion.
3. Name any two Indian fashion designers.
4. Write notes on fashion victims.
5. Mention the different stages of fashion cycle.
6. What are the physical reasons behind wearing clothes?
7. What can be used to highlight the status of a wearer?
8. What is the importance of lifestyle in clothing?
9. Define consumer profile.
10. How can we understand the latest trends?
11. List out any two internal sources of secondary data.
12. What is tabulation?

Part B

II. Answer any Six questions. Each question carries 5 marks

(6x5=30)

13. Write about the beginning of fashion.
14. Briefly explain about fashion leaders and fashion victims.
15. Write notes on fashion followers and fashion role models.
16. Define fashion and explain its components.
17. Explain the origin of clothing.
18. How does economic status and physical appearance affects clothing ?
19. How does occupation affects fashion?
20. How does Religion affects fashion?
21. Define market research and explain how to develop the research design?

Part C

III. Answer any Two questions. Each question carries 15 marks

(2x15=30)

22. Explain the adoption theories in fashion.
23. How to identify consumers according to fashion cycle?
24. Write notes "Fashion as a mechanism of innovation and conservation".
25. Explain Qualitative and Quantitative data collection methods.