

TB213030V

Reg. No :

Name :

B. Sc. DEGREE (C.B.C.S) EXAMINATION, NOVEMBER 2022

(2021 Admissions Regular,2020 Admissions Supplementary/Improvement,2019 & 2018 Admissions Supplementary)

SEMESTER III - COMPLEMENTARY COURSE 2 (APPAREL AND FASHION DESIGN)

FD3C02B18 - FASHION THEORY

Time : 3 Hours

Maximum Marks : 80

Part A

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

(10x2=20)

1. Differentiate between classic and FAD.
2. Define Moda pronta.
3. Name the fashion seasons.
4. Define branding.
5. Define Style.
6. Who is a fashion buyer ?
7. Write on fashion leaders.
8. Write on licensing.
9. Define perceived value.
10. What name is used to refer New York's garment district? Why is it named so?
11. Write on scheduling.
12. What is fashion forecasting ?

Part B

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

(6x5=30)

13. Write in the functioning of an atelier
14. Explain the fashion adoption theory.
15. Explain in detail the motives for consumer buying.
16. Explain fashion adoption theories.
17. Explain the various types of consumer involvement in the buying behaviour.
18. Write on pret a porter.
19. Explain in detail the working of an atelier in the couture house .
20. Detail on the information to be noted in a PDM.
21. Give an example on how films have influenced fashion.

Part C

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

(2x15=30)

22. Explain in detail the process of buying selling cycle.
23. Explain in detail how the styling,sizes and clothing category differs in boy's and girl's wear.
24. Write briefly about the principles of design that helps in the development of a design.
25. Discuss on how market research helps in forecasting fashion.