

TB243649U

Reg. No : .....

Name : .....

**BACHELOR'S DEGREE (C.B.C.S) EXAMINATION, NOVEMBER 2024**  
**2018, 2019, 2020, 2021, 2022 ADMISSIONS SUPPLEMENTARY**  
**SEMESTER III - COMPLEMENTARY COURSE 2 (Apparel And Fashion Design )**  
**FD3C02B18 - Fashion Theory**

Time : 3 HRS Hours

Maximum Marks : 80

**Part A**

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

**(10x2=20)**

1. What are accessories? Give examples for fashion accessories.
2. Define merchandising.
3. What are knock offs?
4. Define Moda pronta.
5. Define the term boutique.
6. List out the phases of a fashion life cycle
7. Define the term silhouette. Give examples for silhouettes.
8. Discuss about the different types of market tests.
9. List out the fashion categories of women.
10. Write on Seventh Avenue garment district.
11. Write on warm and cool colours .
12. Define range planning.



**Part B**

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

**(6x5=30)**

13. Discuss on tailored and bespoke clothing in men's wear.
14. Discuss on fashion innovators and fashion followers.
15. Write a short note on buying cycle.
16. Explain in detail the motives for consumer buying.
17. Explain the various types of consumer involvement in the buying behaviour.
18. Write on any two international fashion centers.
19. Explain the main differences between pret a porter and haute couture.
20. Explain the basic principles of design.
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. Briefly explain with diagram the fashion life cycle.
23. Briefly explain the major fashion centers known internationally with examples of designers.
24. Write briefly about the principles of design that helps in the development of a design.
25. Discuss and give examples for design resources.