

TB244658N

Reg. No : .....

Name : .....

**BACHELOR'S DEGREE (C.B.C.S) EXAMINATION, MARCH 2024**

**2022 ADMISSIONS REGULAR**

**SEMESTER IV - B. Voc. Applied Media Studies GENERAL**

**VAM4G11TB22 - Fashion and Lifestyle Content Writing**

**Time : 3 Hours**

**Maximum Marks : 80**

**Part A**

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

**(10x2=20)**

1. What is meant by the term mannequin?
2. What does the term "Accessories" refer to in fashion, and how do they complement clothing?
3. Define "Capri Pants" and provide one example of a variation of this pant style.
4. Name two major movements in Indian fashion design.
5. Name two regional Indian designers known for their unique styles.
6. Name two major design movements that have influenced fashion over the decades.
7. List two cities known for their major fashion runways and events.
8. Discuss the effect of time on fashion trends.
9. How do hashtags help in social media trends?
10. Define Haute Couture.
11. What are the two types of fashion trends?
12. What is fashion PR?

**Part B**

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

**(6x5=30)**

13. Define the concept of texture in fashion design and discuss how light plays a crucial role in highlighting and enhancing different textures in fabrics.
14. Explain the significance of line in fashion design, citing examples of how different types of lines (vertical, horizontal, diagonal, etc.) are used to create various effects in garments.
15. How have contemporary Indian designers contributed to the evolution of Indian fashion? Provide examples of designers who have made a significant impact on the industry.
16. What are some major design movements that have influenced fashion and design styles over the decades? Provide examples of how these movements have shaped the way we perceive and create fashion.
17. Discuss the significance of fabric types and cultural styles in global fashion. How have different cultures and regions contributed to the diversity and richness of fashion design?
18. How have social media influencers influenced the evolution of fashion trends compared to traditional advertising methods?
19. What are the elements of brand storytelling?
20. Describe the ways used by fashion brands to forecast trends.
21. How does the rise of the metaverse and immersive experiences impact the strategies and priorities of digital PR for fashion brands?

**Part C**

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

**(2x15=30)**



22. Discuss the principles of design (balance, emphasis, proportion, rhythm, unit) in the context of fashion, providing examples of how they can be applied to create harmonious and visually appealing designs.
23. Describe the evolution of lifestyle products and their styles, including interior design, makeup design, and perfumes. Discuss the major movements in makeup and perfume design, as well as the changing trends in interior design.
24. How have technological advancements, such as the growth of social media and the demand for immersive experiences, transformed PR strategies?
25. Why are word choice and verbal storytelling crucial components of audio brand storytelling, and how do they compensate for the lack of visual elements in engaging consumers?

