BACHELOR'S DEGREE (C.B.C.S) EXAMINATION, NOVEMBER 2024
2023 ADMISSIONS REGULAR
SEMESTER III - COMPLEMENTARY COURSE 2 (APPAREL AND FASHION DESIGN)
FD3B02B23 - Fashion Theory

Time : 3 Hours

Maximum Marks : 80

Part A

I. Answer any Ten questions. Each question carries 2 marks (10x2=20)

1. Define who is a fashion designer.

2. What is fashion forward?

3. Differentiate between replicas and copycats.

4. What is silhouette?

5. Differentiate between classic and FAD.

6. Discuss on fashion innovators.

7. List out the phases of a fashion life cycle

8. What is short cycle buying?

9. Who is a couturier and couturiere?

10. List out the fashion categories of women.

11. Write on warm and cool colours .

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 with example what is classic and FAD

15. Write on the practical considerations that is to be taken care of before buying a fashion product.

16. Discuss on fashion innovators and fashion followers.

17. Discuss on Milan as a fashion center.

18. Write about New York as a fashion center .

19. Explain the main differences between pret a porter and haute couture.

20. Write the difference between apparel design and product development.

21. Write note on merchandising plan.

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. Define fashion forecasting.Explain how designers use trend, and information services in fashion forecasting.