B.Sc. DEGREE (C.B.C.S.S) EXAMINATION, NOVEMBER 2014
APPAREL AND FASHION DESIGN – FIRST SEMESTER
COMPLEMENTARY COURSE
FT1SF– SOCIOLOGY OF FASHION

Time: 3 Hours   Maximum: 80 Marks

Part A

(Short answer questions)

Answer **all** questions. Each question carries 1 mark

1. Explain fashion cycle

2. What is a fad?

3. Who constitute Leisure Class?

4. Examine fashion semiotics

5. What is Ready to wear revolution

6. List out the primary tools of data collection

7. Explain the concept of globalization

8.'Consumer is king'-Elucidate

9. What is anti-fashion?

10. Write any two techniques for presenting data   **(10 x 1=10)**

Part B

(Short answer questions)

Answer any **eight** questions. Each question carries 2 marks.

11. Explain briefly the sources of fashion

12. Write down the personality factors which influence fashion

13. Distinguish between primary and secondary data

14. Write a note on garment industry

15.'Fashion as a mechanism of innovation'-Cite an example

16. What are the factors that encourage fashion?

17. Differentiate between market research and market survey

18. What are the objectives of market survey?   (P.T.O)

19. Examine the role of occupation in the choice of clothing citing an example

20. Describe conspicuous consumption

21. Distinguish between fashion and fad

22. Write a brief note on costumes in medieval period   **(8 x 2=16)**

Part C

Descriptive (Short essay questions)

Answer any **six** questions. Each question carries 4 marks**.**

23. Explain George Simmel's Trickledown theory?

24. Describe the social visibility of fashion

25. Examine how status influences the choice of clothing

26. How does fashion act as a mirror of society

27. Examine Mass consumption and its impact on fashion industry

28. Describe how fashion becomes a mechanism of innovation and conservation

29. What are the different techniques of data collection employed in market research?

30. How does market survey enables development of consumer profile

31. Examine briefly how the fashion cycle influences garment industry   **(6 x 4=24)**

Part D

(Essay type questions)

Answer any **two** questions. Each question carries 15 marks

32. Explain fashion semiotics with examples

33. Prepare a proposal for conducting market research on any trends in fashion

34. Examine the evolution of fashion from medieval to modern period

35. Explain in detail the sociological aspects of clothing   **(15 x 2 = 30)**