



Total No. of printed pages = 2

SUBJECT CODE : FAS082101

Roll No. of candidate

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2017

End Semester B.Des Examination

1st Semester

INTRODUCTION TO FASHION

Full Marks- 70

Time- 3 hours

The figures in the margin indicate full marks.

PART – A

Q.1. Answer all questions:

(16 x 1 = 16)

- a. What is Avant Garde?
- b. Define Design.
- c. Define Change.
- d. What is Haute Couture/ Custom made?
- e. What is Fashion Forecasting?
- f. What is a Knock Off?
- g. Define Pret-A-Porter.
- h. What is style?
- i. Define Classic?
- j. Define Fad.
- k. What is Fashion?
- l. Define Vogue.
- m. What is Silhouette?
- n. Define Ethnic Clothing.
- o. What is Hippie style?
- p. What is an Ensemble?

PART – B

Q2. Define Fashion Cycle? Describe the 5 stages of a Fashion Life cycle with diagram. Describe briefly about the Fashion Life Cycle of the below with diagram: (1X14=14)

- a. Classic
- b. Fad
- c. Recurring

OR

(2X7=14)

- a. Write about the 6 theories of Fashion Origin.
- b. Write about the Fashion System Model and Populist Model with example.

PART – C

Q.3. (1x10=10)

a) Describe briefly about 5 Fashion Consumer groups with example. Justify with reasons.

OR

b) Describe in detail about the 3 Theories of Flow of Fashion with example. Describe the adoption process of Jeans and evening gowns.

Q.4. (1x10=10)

a) Write about 5 criteria of Fashion Selection. Describe about the Aesthetic appeal and Practical considerations while selecting fashion.

OR

c) What are the general motives for consumer buying? Explain how brands and labels play an important role in consumer buying.

Q.5. (1x10=10)

a) Describe in detail about the roles and responsibilities of a Fashion Designer. What are the skills required to be a good Fashion Designer.

OR

b) Describe in detail about the roles and responsibilities of a Fashion Merchandiser.

Q.6. (1x10=10)

a) Describe in detail about the various body shapes. Write about the size range in Women's wear.

OR

b) Describe in detail about sizing and styling of Children's wear range.