2nd Sem. / Fash. Desn.

Subject : Theory of Fashion

Time : 3 Hrs.   M.M. : 60

SECTION-A

Note: Multiple choice questions. All questions are compulsory   (6x1=6)

Q.1 Ant style that is accepted for a short period of time is called_____

 a) Style   b) FAD

 c) Classics   d) Haute couture

Q.2 Basic purpose of Fashion Forecasting is to_____

 a) Predict fashion b) create fashion

 c) Fashion illustration d) none of the above

Q.3 _____ is a famous fashion theory.

 a) Trickle across b) Trickle down

 c) Trickle up   d) all of the above

SECTION-D

Note: Long answer type questions. Attempt any two questions out of three questions. (2x8=16)

Q.23 Explain the various agencies involved in Fashion forecasting.

Q.24 What are the key skills required in a merchandiser? Discuss responsibilities and tasks of a merchandiser.

Q.25 Explain various stages of Fashion Cycle in detail with neat diagram.

Q.4 French term that refers to High Fashion is_____

    a) Boutique   b) Pret-a-porter

    c) Classics   d) Haute couture

Q.5 Gucci is an_____ fashion designer.

    a) National   b) International

    c) Indian   d) all of the above

Q.6 Fashion that is always constant in nature is_____.

    a) High fashion   b) Style

    c) Classics   d) Low fashion

SECTION-B

Note: Objective/ Completion type questions. All questions are compulsory. (6x1=6)

Q.7 Which fashion theory states that young people with low income starts new fashion trends?

Q.8 Name any one famous National Fashion Designer.

Q.9 Define label.

Q.10 Explain limited Fashion.

Q.11 Define Cohart.

Q.12 What are knock offs.

SECTION-C

Note: Short answer type questions. Attempt any eight questions out of ten questions. (8x4=32)

Q.13 Write a short note on Gucci.

Q.14 Explain the benefits of fashion forecasting.

Q.15 Define any one fashion theory.

Q.16 Briefly discuss the concept of FAD fashion.

Q.17 Explain the Introduction stage of Fashion cycle.

Q.18 Explain the various agencies involved in Fashion forecasting.

Q.19 Define Social factors that influence fashion trends.

Q.20 Compare fashion victims and fashion followers

Q.21 Define any four fashion accessories.

Q.22 Differentiate between Haute couture and Pret-a-porter.