

SEMESTER END EXAMINATION, APRIL-MAY, 2025

Course Name: - B.Tech (CSE Hons. AIFM)

Semester:- II

Paper Name: - Introduction To Fashion Technology

Paper Code:- NOC-201

Time - 3 Hrs + 20 minutes per hour extra time for V.I. & examinees with writer.

Max Marks-70

Additional 30 Minutes for Mid-Test.

समय- 3 घण्टे + 20 मिनट प्रति घंटे अतिरिक्त-दृष्टिबाधित एवं सह लेखक परीक्षार्थियों के लिए।
30 मिनट अतिरिक्त मिड-टेस्ट के लिए।

अधिकतम अंक-70

Instructions:

- The question paper consists of three sections namely A, B, C. All sections are compulsory.
- Section A- Each question carries **3 marks**. All questions are compulsory.
- Section B- Answer any **5 out of 7** given questions. Each question carries **7 marks**.
- Section C- Answer any **2 out of 3** given questions. Each question carries **10 marks**.
- Section D- Each question carries **2 marks**. All questions are compulsory.

Section – A खण्ड-अ

Objective Questions (वस्तुनिष्ठप्रश्न)

5×3=15

1. Answer all the following questions.

निम्नलिखित सभी प्रश्न अनिवार्य हैं।

1. AI-powered recommendation systems on e-commerce platforms primarily rely on which type of consumer data to identify fashion preferences?
 - A. Inventory levels
 - B. Purchase history and browsing behavior
 - C. Product manufacturing costs
 - D. In-store visual displays
2. AI enhances trend forecasting by:
 - A. Designing garments automatically
 - B. Collecting color swatches from designers
 - C. Analyzing real-time data from influencers and customer reviews
 - D. Replacing stylists in fashion shows
3. Which AI technique can help designers visualize the impact of different color and texture combinations before garment production?
 - A. Natural Language Processing (NLP)
 - B. Deepfake technology
 - C. Generative AI and virtual try-on tools
 - D. Blockchain verification
4. AI tools analyzing consumer body data can best assist in:
 - A. Setting seasonal discounts
 - B. Customizing fit and silhouette of garments
 - C. Advertising fashion accessories
 - D. Selecting photos for catalogues
5. The term "silhouette" in fashion design refers to:
 - A. The type of fabric used in a garment
 - B. The overall shape or outline of a garment
 - C. The specific color combination of a dress
 - D. The texture of the garment

iii)

Section – B खण्ड-ब
Short Answer Questions (लघुउत्तरीय प्रश्न)

5×7=35

2. Answer any five of the following questions.
निम्नलिखित में से किन्हीं 5 प्रश्नों के उत्तर दें।

- i) How do cultural, social, and environmental elements drive fashion adoption, and how can AI tools like sentiment analysis decode emerging shifts in consumer behavior?
- ii) What defines fashion terminology, and what are the key terms and concepts essential to understanding fashion language?
- iii) How is AI reshaping fashion forecasting, and in what ways can it accurately predict future trends?
- iv) Apply the concept of feedback systems to explain how consumer responses influence trend evolution. How do fashion houses collect, analyze, and respond to feedback in the product development process?
- v) Compare and contrast the Trickle Up, Trickle Down, and Trickle Across theories of fashion diffusion. How do these theories explain the flow of trends across different social classes?
- vi) In what ways do key consumer groups leaders, innovators, and followers shape the trajectory of the fashion cycle? Analyze their distinct roles and provide examples from contemporary fashion movements to illustrate how each group accelerates or decelerates the adoption of trends.?
- vii) How has e-commerce reshaped fashion marketing strategies, and what role do digital tools like social media, AI, and data analytics play in driving consumer engagement and sales in the fashion industry?

Section – C खण्ड-स
Descriptive Questions (विवरणात्मक प्रश्न)

3. Answer any 02 question of the following question.

2×10=20

निम्नलिखित में से किन्हीं 2 प्रश्न के उत्तर दें।

- i) Evaluate how quality control in fashion export houses interacts with external factors like economic shifts and technological advancements to influence product standards, market competitiveness, and trend evolution.?
- ii) **Scenario:**
An online fashion retailer is preparing for the upcoming season and wants to align its product offerings with the latest trends. To achieve this, they are utilizing AI-powered trend forecasting tools to predict consumer preferences. Additionally, the retailer plans to use their e-commerce platform to implement personalized marketing campaigns based on the predicted trends. They also aim to enhance customer engagement by leveraging social media insights and data analytics.

Question:

How can the retailer effectively use AI-driven trend forecasting and e-commerce tools to predict fashion trends, optimize their product lineup, and create targeted marketing strategies to boost customer engagement and sales?

iii) **Scenario:**

A global fashion brand is expanding its market to the Indian subcontinent, which is known for its rich and diverse cultural heritage. They want to create collections that resonate with local traditions and values while maintaining a global appeal. To do so, the brand plans to incorporate cultural elements into their designs, using cultural insights gained through data analysis and market research.

Question:

How can the brand successfully adapt its designs to reflect cultural influences without losing its global identity? What strategies can be employed to ensure cultural sensitivity and market relevance across the Indian subcontinent?

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Mid-Test

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Time - 30 minutes.

Max Marks-20

2×10=20

All questions are compulsory.

सभी प्रश्न अनिवार्य हैं।

Objective Questions.

बहुविकल्पीय प्रश्न।

1. Which of the following best differentiates a "classic" from a "fad" in fashion?
 - A. Fads are affordable while classics are luxury items
 - B. Fads fade quickly, while classics maintain relevance over time.
 - C. Fads cater only to youth, while classics are gender-specific
 - D. Fads are timeless, while classics are seasonal
2. The trickle-down theory of fashion adoption suggests that:
 - A. Fashion originates from common people and spreads to elites
 - B. Fashion ideas flow from influential celebrities to fashion houses
 - C. Fashion trends begin among the upper class and move to the masses
 - D. Fashion is static and dictated solely by designers
3. Which source is least likely to influence fashion evolution historically?
 - A. War and politics
 - B. Climate change
 - C. Economic shifts
 - D. Static agricultural patterns
4. Which consumer group is most likely to adopt a trend immediately after the fashion leaders?
 - A. Innovators
 - B. Early adopters
 - C. Late majority
 - D. Fashion followers

5. Which of the following is an internal motive for consumer buying behavior in fashion?
A. Peer pressure
B. Social media trends
C. Desire for self-expression
D. Celebrity endorsement
6. In the context of export houses, a 'merchandiser' typically acts as:
A. A runway model
B. A production assistant
C. A liaison between buyer and manufacturer
D. A textile weaver
7. Fashion forecasting is primarily aimed at:
A. Selling leftover inventory
B. Predicting future consumer preferences and style trends
C. Analyzing past sales only
D. Setting fashion laws and rules
8. Which of the following best describes the role of trade fairs in fashion communication?
A. They eliminate the need for online marketing
B. They promote only local artisans
C. They serve as a platform for brands to showcase upcoming collections
D. They are purely for entertainment
9. Which of these would NOT typically be considered an auxiliary fashion service?
A. Trend forecasting agencies
B. Fashion retail outlets
C. Market research firms
D. Fashion PR and media services
10. Which of the following is least likely to affect the suitability of a fashion style to an individual?
A. Body type
B. Personality traits
C. Current weather
D. Social status
- *****