



POORNIMA UNIVERSITY, JAIPUR.
MID SEMESTER EXAMINATION 2020-21 (ODD Semester)

School : School of Design and Arts
Course : III Year V SEM – B. Des (Fashion and Textile Design)
Subject Name : Merchandise and Production Method
Subject Code : BFT05102

Max. Time: 1.5 hrs.

Max. Marks: 12

NOTE:- Attempt four questions. There is internal choice in Q. 1 & 2, Q. 3 & 4, Q. 5 & 6 & Q. 7 & 8.

Sec-A (CO 3) (Max. Marks-6)

Q.1	Select a well-known Movie star (Male) or Fashion icon and design at least Three (3) segments of Clothing Categories keeping in mind their persona, lifestyle and nature of work. (Type: T, Solution: H, Blooms Taxonomy: Apply)	Marks (3)
------------	--	----------------------

OR

Q.2	Select a well-known Movie star (Female) or Fashion icon and design at least Three (3) segments of Clothing Categories keeping in mind their persona, lifestyle and nature of work. (Type: T, Solution: H, Blooms Taxonomy: Apply)	(3)
------------	---	------------

Q.3	Identify any International/National Men's Accessory brand and give details of any three types of product and enumerate the details of the same. (Type: M, Solution: H, Blooms Taxonomy: Analyze)	(3)
------------	--	------------

OR

Q.4	Identify any International/National Women's Accessory brand and give details of any three types of product and enumerate the details of the same. (Type: M, Solution: H, Blooms Taxonomy: Analyze)	(3)
------------	--	------------

Sec-B (CO 4) (Max. Marks-6)

Q.5	Select Table/ Kitchen line home fashion product category for observing coordinated collection. Specify any three (3) elements or product in this category. (Type: M, Solution: H, Blooms Taxonomy: Evaluate)	(3)
------------	--	------------

OR

Q.6	Select Bed line home fashion product category for observing coordinated collection. Specify any three (3) elements or product in this category. (Type: M, Solution: H, Blooms Taxonomy: Evaluate)	(3)
------------	---	------------

Q.7	Describe the role of Media in glamorizing fashion and name any two International/ National Trade shows. (Type: T, Solution: H, Blooms Taxonomy: Evaluate)	(3)
------------	---	------------

OR

Q.8	Briefly identify and discuss the following terms and concepts: (Type: T, Solution: G, Blooms Taxonomy: Apply) <ul style="list-style-type: none">• Paris as Fashion Capital• Pret-a- porter• Camera Nazionale della Moda Italiana	(3)
------------	--	------------
