

SECTION-D

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

Q.23 Discuss in detail the various sources of inspiration for a designer.

Q.24 What are the five stages of a fashion cycle ?

Q.25 Describe in detail the contribution of Tarun Tahiliani in Indian fashion industry.

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2nd Year / Fesh. 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 Fashion cycle is a _____ curve .

- a) Bell shaped
- b) Circular
- c) Zig-zag
- d) Irregular

Q.2 Which of the following is NOT a stage of fashion cycle

- a) Peak
- b) Rise
- c) Decline
- d) Staple

Q.3 Which fashion theory is also known as Horizontal Fashion movement

- a) Trickle-up
- b) Trickle-down
- c) Trickle-around
- d) Trickle-across

- Q.4 Which fashion term relates to "temporary fashion"
a) Avant Garde b) Fad
c) Classic d) Mass fashion
- Q.5 Large numbers of consumers who accept and wear the merchandise that has been visually communicated to them are
a) Fashion leaders b) Fashion Motivators
c) Fashion Followers d) Fashion victims
- Q.6 Chanel is a label originated from
a) India b) France
c) Italy d) New York

SECTION-B

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

- Q.7 Name fashion seasons.
- Q.8 Give one example of Limited Fashion.
- Q.9 What the term "cycle within cycle" means in fashion?
- Q.10 Who is the main regulatory body in fashion and textile sector?

Q.11 Write one NIFT graduate who became an International Fashion Designer.

Q.12 Name any two international fashion labels .

SECTION-C

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

- Q.13 Explain the term Avant Garde.
- Q.14 What is a Trend in Fashion ?
- Q.15 Differentiate between Fad and Cycle ?
- Q.16 What do you understand by Recurring Cycle ?
- Q.17 Differentiate between Fashion Followers and Fashion Victims.
- Q.18 What is fashion forecasting ?
- Q.19 Explain the role of Advisory Board in the trade of fashion .
- Q.20 What are the responsibilities of a fashion Merchandiser .
- Q.21 Give a brief description on any famous international fashion brand.
- Q.22 Through light on the four big achievements of designer Ritu Kumar .