

SECTION-D

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

- Q.23 Discuss in detail the factors that affect fashion forecasting and the agencies involved in fashion forecasting.
- Q.24 Explain the three theories of fashion movement.
- Q.25 Highlight the rise and fame of Manish Malhotra as a fashion designer.

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Roll No.

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2nd Sem. / Fash. Degn.

Subject : Theory of Fashion

Time : 3 Hrs.

M.M. : 60

SECTION-A

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

- Q.1 In fashion trade, Shirt is an example of
a) Style b) Classic fashion
c) Both a and b d) None of these
- Q.2 Shape of fashion cycle is
a) Bell-shaped b) Circular
c) Zig-zag d) Irregular
- Q.3 Trickle-down is a
a) Fashion Leader b) Fashion Theory
c) Fashion Follower d) Fashion Victims
- Q.4 Which fashion term relates to "time less fashion"
a) Avant Garde b) Fad
c) Classic d) Mass fashion

Q.5 Who introduces new styles which spread throughout and become part of fashion is a

- a) Fashion Leader b) Fashion Theory
- c) Fashion Follower d) Fashion Victim

Q.6 Gucci is a label originated from

- a) India b) France
- c) Italy d) New York

SECTION-C

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

Q.13 Differentiate between Mass Fashion and Hi Fashion.

Q.14 Briefly discuss the fashion seasons.

Q.15 Is Retailing different from Merchandising? Discuss.

Q.16 Discuss the interrupted fashion cycle.

Q.17 How fashion Innovators are different from Fashion Motivators?

Q.18 Give a brief description of any four sources of inspiration for a designer.

Q.19 What are the responsibilities of Export Promotion Councils in trade of fashion?

Q.20 Explain the role of a Fashion Technologist in fashion industry.

Q.21 Write a short note on any famous International Fashion Label.

Q.22 Specify four main features of Sabya Sachin's work as a fashion designer.

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SECTION-B

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

Q.7 Give two examples of mass fashion.

Q.8 What do you understand by the term "cycle within cycle"?

Q.9 Write any one principle of fashion.

Q.10 Name four fashion accessories.

Q.11 Who is India's fashion icon?

Q.12 Enlist any two international fashion labels?