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Register Number :

**5466**

Name of the Candidate :

**B.Sc. DEGREE EXAMINATION DECEMBER 2013.****(FASHION DESIGN)****(FIRST YEAR)****113/540— BASICS OF FASHION (NR AND OR)**

Time : Three hours

Maximum : 60 marks

**SECTION A****(15 × 1 = 15)**

1. Fill in the blanks :

- (a) Style is always \_\_\_\_\_
- (b) The garment which are currently in fashion sceno and called \_\_\_\_\_
- (c) Lina provides the visual dimensions of \_\_\_\_\_ and \_\_\_\_\_.
- (d) Design can be an arrangement of \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_ of current fashion.
- (e) Harmony us otherwise called as \_\_\_\_\_.
- (f) Intensity refers to \_\_\_\_\_ and \_\_\_\_\_ of colour.
- (g) FAD means \_\_\_\_\_.
- (h) \_\_\_\_\_ has a large impact of all levels of the fashion business.
- (i) \_\_\_\_\_ and \_\_\_\_\_ are the channels of distribution.
- (j) \_\_\_\_\_ and \_\_\_\_\_ are the techniques of fashion promotion.
- (k) Colour have to balance \_\_\_\_\_ and \_\_\_\_\_ used in designing.
- (l) Fashion is a reflection of \_\_\_\_\_.

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- (m) \_\_\_\_\_ is termed as a process involving from the beginning, the rise to the peak and finally decline.
- (n) Classics is also termed as \_\_\_\_\_
- (o) Upward flow theory is \_\_\_\_\_.

### SECTION B

(5 × 3 = 15)

2. Write short notes on any FIVE of the following:

- (a) The futility of facing change
- (b) Fashion trends
- (c) What are the reasons of fashion movement
- (d) What are the peaks in cycles?
- (e) Fashion leaders
- (f) Fashion business
- (g) Market research

### SECTION C

(3 × 10 = 30)

Answer any THREE questions.

3.
  - (a) Explain about the fashion terminology
  - (b) Elaborate on the fashion development through the 19<sup>th</sup> century till today
  - (c) What are the factors that affect the fashion movement
  - (d) Enumerate the stages of the fashion cycle
  - (e) Explain about the consumption of fashion goods.