

18. Write short note on :

(a) Buying.

(b) Sewing.

(c) Selling.

19. Explain about :

(a) Rohit Bal,

(b) Manish Malhotra.

20. Explain about Bhandhani.

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(For the candidates admitted from 2012-2013 onwards)
B.Sc. DEGREE EXAMINATION,
NOVEMBER/DECEMBER 2014.

Third Semester

Costume Design and Fashion

Allied — FASHION AND CLOTHING PSYCHOLOGY

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer ALL the questions.

1. Define Trend.
2. Define Style.
3. Explain about Social Psychology of Fashion.
4. Explain about the identity of person through costumes.
5. Define selling ability.

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6. Define fashion cycle.
7. Who is a fashion designer?
8. Define idealist designer.
9. List any five articles in children's wardrobe.
10. List any five articles in women's wardrobe.

PART B — (5 × 5 = 25 marks)

Answer ALL the questions.

11. (a) Discuss how season influence fashion changes.

Or

- (b) Give a brief note on fashion show.
12. (a) Give a brief account on role of costume as a status symbol.

Or

- (b) Explain about the fashion in gender identity.

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13. (a) List out different types of displays.

Or

- (b) Explain the factors influencing the merchandising presentation.
14. (a) Discuss about Haute couture.

Or

- (b) List out and explain any two Indian Designers.

15. (a) Explain about Ikat techniques.

Or

- (b) Give a detail note on Patola.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Write short note on :
 - (a) Mannequin.
 - (b) Classic.
 - (c) Chic.

17. Elaborate on technological influence on Fashion.

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