



**Avinashilingam Institute for Home Science and Higher Education for Women**

(Deemed to be University under Category 'A' by MHRD, Estd. u/s 3 of UGC Act 1956)

Re-accredited with 'A+' Grade by NAAC. Recognised by UGC Under Section 12B

Coimbatore - 641 043, Tamil Nadu, India

**Bachelor's Degree Examination – June/July 2021**

**II Semester**

**Class : I UG**

**Time : 3 Hours**

**Major : Textiles and Apparel Designing**

**Max. Marks : 100**

**18BTDC06 Fashion Concepts**

**Part A**

**10 x 1 = 10**

**Choose the Correct Answer**

1. \_\_\_\_\_ is short lived fashion. CO1K1  
 a. Fad                      b. Knock off                      c. Chic                      d. Trend
2. Fashion acceptance or rejection is determined by CO2K2  
 a. designers                      b. consumers                      c. advertisers                      d. retailers
3. Designs which are copied from more expensive garments are CO2K2  
 a. designers                      b. models                      c. knock- offs                      d. coordinators
4. \_\_\_\_\_ stage of the fashion cycle is a style accepted and worn by the majority of consumers. CO2K2  
 a. Introduction                      b. Rise in popularity  
 c. Decline                      d. Peak in popularity
5. Good economic conditions CO3K2  
 a. accelerate fashion movement                      b. little fashion acceptance  
 c. result in consumers economic conditions                      d. decelerate fashion movement
6. Ritu Kumar was one of the earliest pioneers of fashion with extensive research in to block prints and innovative application of the technique of CO3K2  
 a. Phulkari                      b. Mirror work  
 c. Zardosi embroidery                      d. Dye-prints
7. A fashion expected to be a hot seller but which does not sell is a CO4K2  
 a. trend                      b. flop                      c. fad                      d. classic
8. Reversals or abrupt changes in fashion styles are a result of CO4K1  
 a. fashion extremes                      b. seasonal fads  
 c. flops                      d. knock off designs
9. \_\_\_\_\_ collaborates with top brands as a paid partner or work on the promotion of specific products or projects. CO5K2  
 a. Fashion blogger                      b. Fashion photography  
 c. Accessory design                      d. Jewellery design
10. \_\_\_\_\_ management is the process which helps the customers to procure the desired merchandise form the retail stores for their personal use. CO5K2  
 a. Retail                      b. Marketing                      c. Advertising                      d. Fashion

**Part B**

**5 x 6 = 30**

**Answer ALL questions**

**Each answer should not exceed 400 words or two pages**

- 11.a. Recall the fashion terms and discuss about the Classic and Fad. CO1K1  
(or)
- 11.b. Summarize the accessory terms. CO1K1
- 12.a. Classify the stages of fashion. CO2K2  
(or)
- 12.b. List the fashion forecasting processes. CO2K3
- 13.a. Discuss about French designers. CO3K2  
(or)
- 13.b. Mention the uniqueness of Calvin Klein. CO3K2
- 14.a. State the fashion market sectors. CO4K3  
(or)
- 14.b. Describe diffusion collection. CO5K2
- 15.a. Write about the careers in primary levels. CO5K5  
(or)
- 15.b. Define retail management. CO5K4

**Part C**

**5 x 12 = 60**

**Answer ALL questions**

**Each answer should not exceed 800 words or four pages**

- 16.a. Describe the types of fashion. CO1K1  
(or)
- 16.b. Discuss about Bridge and Haute couture. CO1K2
- 17.a. Explain the theories of fashion. CO2K3  
(or)
- 17.b. Write a note about the length of fashion cycle. CO2K2
- 18.a. Discuss in detail about Japanese designs. CO3K2  
(or)
- 18.b. Describe about the trends in Sabayasachi Mukerjee designs. CO3K2
- 19.a. Explain fashion brand pyramid. CO4K3  
(or)
- 19.b. Give a detailed note on soft goods chain in apparel and textiles. CO4K3
- 20.a. Relate the careers in manufacturing and design, with special reference to fashion. CO5K5  
(or)
- 20.b. Outline the career opportunities in retail merchandising. CO5K4

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