



QP CODE: 23104654



23104654

Reg No :

Name :

**B.Sc.DEGREE (CBCS) REGULAR/IMPROVEMENT/REAPPEARANCE
EXAMINATIONS, FEBRUARY 2023
First Semester**

B.Sc Apparel and Fashion Design Model III

Core Course - AF1CRT01 - SOCIOLOGY OF FASHION

2017 Admission Onwards

C87D5BF6

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. What women wore in medieval times?
2. What are the national sources of fashion?
3. Define the term Classic and give examples.
4. What are the source of fashion?
5. Why people wear clothes?
6. What is the importance of clothing?
7. Is fashion a Reliable Mirror of Change in Society?
8. What is an Anti- fashion?.
9. Who is consumer?
10. What is Trend?
11. What is the purpose of analyzing data?
12. What is finding and analysis?

(10×2=20)

Part B

*Answer any **six** questions.*

*Each question carries **5** marks.*





13. Briefly explain Thurston Veblen' theory of Leisure class.
14. Comparison between Trickle- up and Trickle across theory.
15. Mention different phases in Fashion cycle.
16. Briefly explain "Modesty".
17. Write a note about consumerism and fashion.
18. Discuss the effect of Globalization on fashion.
19. What is the latest fashion trend for women in India.
20. What is consumer profile? Explain how it can be developed?
21. What are types of research design? Explain.

(6×5=30)

Part C

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. Discuss George Simmel's Theory.
23. Write in detail about fashion as mechanism of innovation and conservation.
24. What are the merits and demerits of Markey Survey?
25. Explain the scope of Market and Marketing Research.

(2×15=30)

