



QP CODE: 24026972



24026972

Reg No :

Name :

**B.Sc DEGREE (CBCS) REGULAR / IMPROVEMENT / REAPPEARANCE
EXAMINATIONS, OCTOBER 2024**

Third Semester

B.Sc Apparel and Fashion Design Model III

COMPLEMENTARY COURSE - AF3CMT04 - FASHION THEORY

2017 Admission Onwards

22362DB6

Time: 3 Hours

Max. Marks : 80

core

Part A

*Answer any **ten** questions.*

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

1. What do you mean by Bespoke?
2. Define classic and FAD.
3. Define fashion merchandising .
4. Pret-a-porter.
5. Differentiate between designer and stylist.
6. What are the factor in enviornment of fashion?
7. Mention any two different types of fashion consumer behaviour.
8. Write a short note on toile.
9. "Selling HAUTE COUTURE DREAMS". Explain.
10. What is product review meeting?
11. What do you mean by line development?
12. What is fashion forecasting?

(10×2=20)

Part B

*Answer any **six** questions.*

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





13. Explain fashion cycle.
14. Briefly explain consumer life cycle.
15. Write a short note on fashion centers known as "Cradle of fashion world".
16. Write a short note on fashion centers in US.
17. What are the stages of product development. Explain.
18. Differentiate between sample development and line development.
19. Write about benefits of fashion research and analysis.
20. Discuss about advantages of fashion agencies in fashion acceptance.
21. Briefly explain scope of source fashion forecasting information.

(6×5=30)

Part C

*Answer any **two** questions.
Each question carries **15** marks.*

22. Discuss the Fashion buyer behavior.
23. Write Detail notes about Haute Couture.
24. Briefly Explain Design Development Process.
25. Briefly Explain what factors are involved in fashion forecasting.

(2×15=30)

