



23104621

**QP CODE: 23104621**

**Reg No** : .....

**Name** : .....

**BFT DEGREE (CBCS) REGULAR/IMPROVEMENT/REAPPEARANCE  
EXAMINATIONS, FEBRUARY 2023**

**First Semester**

Bachelor of Fashion Technology

**Complementary Course - FT1CMT05 - INTRODUCTION TO FASHION BUSINESS [T]**

2017 Admission Onwards

299F9B6F

Time: 3 Hours

Max. Marks : 80

**Part A**

*Answer any **ten** questions.*

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

1. Explain about trickle across theory.
2. Write a short note on social and technological changes on fashion.
3. When was the great depression happened?
4. Give an account on effect of world war-II on fashion.
5. Cite the seasons of fashion.
6. What do you mean by fashion PR services?
7. What is the role of media in advertising?
8. Expand WTO and define.
9. Explain about eco standards.
10. What are the different clothing categories in fashion. Explain?
11. How to categorize women's fashion clothing?
12. What are all the types of materials used to manufacture handbags?

(10×2=20)

**Part B**

*Answer any **six** questions.*

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





13. Explain in detail about custom made.
14. Discuss any two phases in fashion cycle.
15. Explain about any four Indian trendsetting designers.
16. Write in detail about Valentino.
17. Who are the responsible personalities for forecasting and what are their duties?
18. Which are the important fashion capitals of the world? Explain.
19. What are the factors affecting consumer buying behaviour?
20. Explain the clothing categories of men's wear.
21. Write about styling of kid's wear.

(6×5=30)

### **Part C**

*Answer any **two** questions.*

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

22. What are the purpose of clothing. Explain?
23. Explain in detail about factors leading to mass production of clothing and development of Ready to wear industry.
24. Explain in detail about design sources.
25. Explain in detail about special events.

(2×15=30)

