

Fashion Business - I

Choose the correct answer from the following

(All Questions Carry 1 mark each)

1. Additional Merchandise available in the ware house or in stock in case of shortage.
a) Collection b) **Back up stock** c) Salesman sample d) Retail stock
2. ----- is a rough sketch, which is the basis of designing a garment .
A) Illustration b) Style c) **Croqui** d) Flat sketch .
3. A fashion that lives for a short period of time .
a) CAD b) **FAD** c) couture d) Classic
4. Fashion acceptance is usually described as _____ .
a) Style b) FAD c) Brand d) **Fashion Cycle** .
5. The second phase of fashion cycle is _____ .
a) Introductory Phase b) **Acceptance Phase** c) Rejection Phase d) Peak Phase
6. A style which remains in fashion for a longer period of time.
a) FAD b) custom c) **classic** d) chic
7. A limit put upon articles entirely by the country or nation.
a) Customs b) **Quota** c) Value d) Mode
8. CAD is a) Computer Assisted Design b) Computer Attained Design
c) Computer Automated Design d) **Computer Aided Design**
9. _____ are people who blindly or stupidly will follow a brand without any discernment or analysis.
a) Fashion Innovators b) Fashion Stylist c) Fashion Makers d) **Fashion Victims**
10. Reverse Adoption Theory is otherwise known as
a) **Trickle up theory** b) Trickle across theory c) Trickle down theory d) Mass dissemination
11. The size range of petite group is
a) 1-13 b) 4-14 c) **0-16** d) 0-18

12. A fashion that is made to order to fit an individual client's measurement is known as
- a) Pret –a – porter **b) Couture** c) Mass –de –couture d) High fashion
13. The people who look for new fashion and wear it before it becomes generally acceptable are referred to as
- a) Fashion Innovators b) Fashion Stylist c) Fashion followers **d) Fashion leaders**
14. _____ is any particular characteristic or look in apparel or accessories .
- a) style** b) change c) Taste d) Acceptance
15. The third phase of the fashion cycle is
- a) Acceptance phase **b) Rejection Phase** c) Introduction Phase d) Decline Phase
16. _____ is developed by extensive exposure to beautiful designs ,
- a) Good taste** b) Acceptance c) Fashion d) Style
17. WTO is
- a) World Trade Organisation** b) World Trademark Organisation
c) Worldwide Trade Organisation d) World Trade centre Organisation
18. _____ are customs charges imposed on imports in an attempt to protect domestic industry
- a) Imports **b) Duties** c) Logistics d) VAT
19. A machine that can send a fashion sketch or list of specification around the world in seconds
- a) Computers b) Video **c) FAX** d) Television
20. To predict or foretell future fashion is termed as
- a) Fashion Forecasting** b) Fashion Cycle c) Fashion Rendering d) Fashion Service
21. _____ are available to fashion trade only on a subscription basis and /or on fee basis .
- a) Magazines **b) Fashion services** c) Trend Reports d) Web sites
22. MFA is
- a) Multi Fibre Arrangement** b) Man made Fibre Arrangement
c) Multi Fibre Attainment d) Multi Fibre Agreement
23. Dior Collection is otherwise termed as
- a) 40's collection b) Dior Look **c) New Look** d) French Fashion
24. Hollywood of Fashion World
- a) London b) Milan **c) Paris** d) New York

25. _____ is termed for the very best design and highest quality of fabrics and workmanship

- a) Pret –a -porter b) Fashion **c)Haute Couture** d)Toile

26 . NAFTA is

- a) North African Fashion Trade Agreement b) North American Fashion Trade Agreement **c) North American Free Trade Agreement** d) North Afro-American Fast Trade Agreement

27. Atelier is a designer's

- a)shop b)Style room **c)Work room** d)space

28. Worldwide search for the best available fashion or garment production at the best price is called _____ -

- a) Sourcing** b)Retailing c)Wholesale d)Marketing

29. Overall outline or contour of a garment is called _____

- a)Couture b)Ready to wear c)Alta Moda **d)Silhoutte**

30. Trickle Across Theory is otherwise called

- a)Mass Dissemination** b)Reverse Adoption
c)Traditional Fashion Adoption d)Bottom –up Theory

31.DKNY stands for

- a) Dona Karan New York** b) Dona Karan New Yoke
c) Dona Karan's New York d) DK New York

32. _____ is the difference in value between a country's exports and imports

- a)Duties **b)Balance of Trade** c)Tariff d)Quota Allocation

33. Manufacturer gives a _____ to each of his new design in a collection to identify it through production,marketing ,and retailing .

- a)Spec Sheet b)Code **c)Style Number** d)Tag

34. The first Phase of the Fashion cycle is

- a) Introductory Phase** b)Rejection phase c)Acceptance Phase d)Peak Phase

35. Any style which remains in fashion for a long period of time is

- a)Fashion **b)Classic Style** c)Ethnic Style d)FAD

36. The term applied to Men's Women's and Children's wear

- a)Apparel** b)Fashion c)Accessories d)Brand

37. It is the designers or manufacturer's group of fashion for a specific season with a common feature

- a) Style b) Custom-made **c) Collection** d) Design

38. Female Fashion Designer

- a) Couturiere** b) Atelier c) Couturier d) Comissionire

39. Savile Row tailors and shirt makers are famous in

- a) Milan b) New York c) Paris **d) London**

40. Missy Size is from

- a) 6-16** b) 1-13 c) 0-16 d) 0-13

41. A copy of a garment having features like that of the original is _____.

- a) Adoption **b) Adaptation** c) Change d) Absorption

42. _____ - is the identity of the manufacturer or a distributor of an item either by name, trademark, design, symbol or combination of these.

- a) Couture b) Boutique **c) Brand** d) Collection

43. The two major fashion seasons are

- a) Spring – Summer / Autumn – Winter** b) Spring – Summer / Fall – Winter
c) Autumn – Winter / Fall – Summer d) Spring - Summer / Autumn - Summer

44. _____ is a French word for Ready –to wear .

- a) Haute Couture **b) Pert-a -porter** c) Contour d) Silhoutte

45. _____ is a work room where the designs are created and duplicated

- a) Atelier** b) Designer's space c) Boutique d) Production room

46. Payment of cash on receipt of merchandise is _____.

- a) Cash on Delivery** b) Cash on Acceptance c) Cash Payment d) Cheque

47. Smart or Stylish with elegance

- a) Sleek b) Style **c) Chic** d) Couturiere

48. A dress making house is also known as

- a) Couture House b) Design House c) Atelier **d) Maison –de contour**

49. An assortment of new design offered by the manufacturer to the customer usually on a seasonal basis

- a)Collection **b)Line** c)Group d)Design

50. Italian Ready –to –wear

- a)Moda Pronta** b)Alta Moda c)Moda d)Toile

51. The division of a market group according to the customer's life style such as age ,distribution ,income etc .

- a)Pscychographic Division **b)Demographic Segmentation**
c)Psycho-social Divion d)Psycho –demographic segmentation

52.One who creates design is

- a)Designer** b)Stylist c)Co-ordinator d)Samplis

53. Making of merchandise visually attractive to the customers is known as

- a)Merchandising b)Sampling c)Fashion Merchandising **d)Visual Merchandising**

54 . Purpose of clothing is

- a)Protection ,decoration ,communication** b)Style ,Acceptance ,decoration
c)Communication ,Acceptance ,Change d)Status ,decoration ,protection

55. Limit put on articles entirely by the country or nation is _____

- a)Tariff** b)Value c)Price d)Mark Down

56. Synonym of Fashion in Europe is

- a)Alta Moda **b)Mode** c)Moda Pronta d)Couture

57. GATT is

- a)General Attainment of Trade and Tax **b)General Agreement on Tariff and Trade**
c)General Allotment of Trade and Tax d)General Assurance of Trade and Tax

58.Cradle of the Fashion World

- a)London b)Paris c)**Milan** **d) France**

59. Bottom up Theory is otherwise known as

- a) Reverse Adoption Theory** b) Trickle up Theory
c) Trickle Across Theory d)Trickle Down Theory

60. High Fashion is also called _____
- a) **Haute Couture** b) Pret-a -porter c) Style d) Mode
61. Designs that are widely accepted and produced and sold in large quantities .
- a) High Fashion b) Low Fashion **c) Mass Fashion** d) Standard Fashion
62. A season where there is a maximum demand for a particular design
- a) Peak season** b) Low season c) Spring Season d) Winter Season
63. A designer or a fashion leader who sets a fashion direction that others follow .
- a) Fashion Designer b) Samplis **c) Trend Setter** d) Designer
64. Consumers want best product at
- a) Average price **b) Best Price** c) Low Price d) Standard Price
65. _____ is a step down in price from a designer's collection ,using less expensive fabrics ,and different production methods
- a) Bridge** b) Contemporary c) Junior d) couture
66. Fashion Capital
- a) London b) New York c) France **d) Paris**
67. Shoes ,boots scarves ,gloves ,eyewear etc are otherwise called _____
- a) Collection b) Groups **c) Accessories** d) Varieties
68. New Look has been introduced by
- a) Chistobal Balenciaga **b) Christian Dior** c) Elsa Schiaparelli d) James Mainbocher
69. A _____ is a french word for a small shop with unusual clothing and atmosphere of specialised products for special interest of the customers
- a) Atelier b) Retail House c) Vintage **d) Boutique**
70. Consumers look for their idea of quality at reasonable prices which is referred to as
- a) Perceived value** b) Money value c) Best Price d) Average Price
71. The surface interest in a fabric or a garment is called
- a) Lusture **b) Texture** c) Soft d) Loft
72. A _____ is important as long as it is combined with a proper relationship of quality and price .
- a) Price **b) Brand Name** c) Design d) Fashion

73. _____ gives a clue to the fibre content .

- a)softness b)physical appearance **c)Texture** d)Appearance .

74. Styling features of fashion are

- a)Colour ,texture ,Style** b)Texture ,appearance ,fashion
c) colour ,fit ,comfort d)Quality performance ,fit.

75. Junior size range is

- a)0-16 b)1-14 c)4-14 **d)1-13**

76.Fashion Cycle is

- a)Introduction ,Acceptance Rejection** b)Rise ,Peak ,Decline
c)Increase, Peak ,decline d)Introduction decline ,Rise and Decline

77. _____ is the layout or presentation of products at retail markets

- a)Fashion Merchandising b)Merchandising **c)Visual Merchandising** d)Designing

78.A Styling which is usually less expensive than designer apparel which is aimed at young customers

- a)Traditional Styling **b)Contemporary styling**
c)Ethnic Styling d)Fusion Styling

79.Male Fashion Designers

- a)Couturiere **b)Couturier** c)Collector d)Couture

80.The department in charge of proper distribution on the request received by mail from the customer for a specific merchandise .

- a)Mass Department b)Purchase Department
c)Mail Order Department d)Distribution Department

81 .A specific price point at which the assortment of merchandise is regularly sold is called as

- a)Average Price **b)Price Line** c)Cost Price d)Mark up Price

82.The whole sale price plus a mark up price covering the retailers operating cost and a profit is

- _____
- a)Whole sale price b)Average Price c)Cost Price **d)Retail Price**

83. A retail establishment that handles narrow categories of goods such as men's apparel ,women's apparel ,shoes etc

- a)Departmental Store b)Speciality store **c)Retail Store** d)Whole sale store

84.A _____ is a copy of someone else's design

- a)Knock –offs** b)Trend c)Fashion d)Standard

85._____ Include innerwear ,body wear ,sleepwear ,and loungewear .

- a)Swimwear b)Active Wear c)Accessories **d)Lingerie**

86.A _____ is referred to as style /styles which is most popular at a given time .

- a)Fashion** b)FAD c)Contemporary d)Collection

87. The trend setter of European Fashion

- a) Chistobal Balenciaga b)Christian Dior **c)Elsa Schiaparelli** d)James Mainbocher

88. Synonym of ready –to –wear

- a)Custom made** b)Tailor made c)Haute couture d)Byspoke

89. High fashion of Men's wear

- a) Byspoke** b)Haute couture c)Pret-a-porter d) Classic

90.FAD is a fashion that lives for a _____ period of time .

- a)Long b)Few **c)Short** d)brief

91. _____ - is simply a French word for fine ,custom made dress design ,made to measure for a particular customer .

- a)Couture** b)Classic c)Chic d)Contour

92. _____ is considered as the father of Couture garments.

- a)Charles Dickens **b)Charles Worth** c)Charles Smith d)Christian Dior

93.The first designer to make high fashion pants for women

- a)Jean Patou **b)Gabriele Chanel** c)Paul Poiret d)Charles worth

94. _____ is the manufacturer's means of product identification .

- a) Designer Label** b)Quality c)Price d)Style

95. _____ indicates the direction in which fashion is moving.

- a)Fashion resources **b)Fashion Trends** c)Fashion Magazines d)Collection Reports

96. Couturier is a _____ fashion designer .
 a)Female **b)Male** c) Young d)Modern
97. 0-16 is ----- size group .
 a)Junior b)Missy **c)Petite** d)Women
98. Color ,texture and style are the styling features of _____
a)Fashion b)Merchandise c)Custom made d)Tailor made
99. Byspoke is high fashion of
 a)Women’s wear **b)Men’s wear** c)Children’s wear d)Junior wear
100. Mass Fashions are designs that are produced and sold in _____ -- quantities .
 a)Small b)Medium **c)Large** d)Very few
101. Christian Dior introduced -----
 A) Flapper Look **b)New Look** c)American Look d)Chic Look
102. Texture gives a clue to the _____.
 a) appearance b)finish **c)fibres content** d)Weave
103. Work Room of a designer
 a)Savile Row **b)Atelier** c)Couture d)Space
104. A Peak season is a season with a _____ sales for a particular product .
 a)Low b)average **c)high** d) medium
105. Fashion Forecasting is
 A) Fashion Rendering b)Fashion services
 c) Fashion Innovation **d)Fashion Prediction**
106. Which is the third phase of the fashion cycle .
 a)Acceptance Phase **b)Rejection Phase**
 c)Decline Phase d)Standard Phase
107. 6-16 is ----- size group .
 a) Junior **b)Missy** c)Petite d)Women

108. Visual Merchandising is the _____ of products at retail Markets
 a) Selling b) Distribution **c) Presentation** d) Costing
109. Maison –de –contour is also known as
 a) Display house b) Distribution house c) Presentation house **d) Dress Making house**
110. Female Fashion Designer
 a) Stylist **b) Couturiere** c) Moda d) Couturier
111. An individual's preference for one style or another is referred to as
 a) Style **b) Taste** c) Acceptance d) Adaptation
112. Group of two or more centrally owned store handling somewhat similar goods
 a) Departmental Store b) Mass Store **c) Chain Store** d) Fashion Store
113. An assortment of related merchandise grouped together within a department of a store .
a) Classification b) Size range c) High fashion d) Merchandise
114. Store representator in foreign cities
a) Comissionire b) Couturier c) Designer d) Innovator
115. A short lived fashion
 a) CAD **b) FAD** c) CAM d) CIM
116. An apparel manufacturer's collection of styles
 a) Style **b) Line** c) Spec d) Details
117. Dummies are also known as
a) Mannequins b) Standards c) Drape forms 4) Mode
118. Mark down is the difference between the original retail price and _____
 a) Average price **b) reduced price** c) cost Price d) Mark up price
119. Fashion acceptance is usually described as _____ .
 a) Style b) FAD c) Brand **d) Fashion Cycle .**
120. NAFTA is
 a) North African Fashion Trade Agreement b) North American Fashion Trade Agreement
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121. **Reverse Adoption Theory** is otherwise known as

- a) **Bottom up Theory**
- b) Trickle up Theory
- c) Trickle Across Theory
- d) Trickle Down Theory

122. _____ - is famous for Savile Row tailors and Shirt makers

- a) France
- b) London**
- c) Milan
- d) Germany

123. The department in charge of proper distribution on the request received by mail from the customer for a specific merchandise .

- a) Mass Department
- b) Purchase Department
- c) Mail Order Department**
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124. The _____-are people who look for new fashion and wear it before it becomes generally acceptable are referred to as

- a) Fashion Innovators
- b) Fashion Stylist
- c) Fashion followers
- d) Fashion leaders**

125. Payment of cash on receipt of merchandise is also known as _____.

- a) Cash on delivery**
- b) Cash on Acceptance
- c) Cash Payment
- d) Cheque

126. A Silhouette is the overall outline of a garment

- A) True
- b) False

127. _____ is a step down in price from a designer's collection ,using less expensive fabrics ,and different production methods

- a) Bridge**
- b) Contemporary
- c) Junior
- d) couture

128. Chic means

- a) Smart stylish and elegant**
- b) Sleek youthful and attractive
- c) Young ,slender and elegant
- d) Stylish young and well dressed

129. Scarves comes in a group of _____.

- a) Apparel
- b) Accessory**
- c) Footwear
- d) Silhouettes

130. Rejection Phase is in

- a) Fashion Illustration
- b) Fashion Services
- c) Fashion Cycle**
- d) Fashion Design

131. Ready to wear

- a) Haute couture
- b) Contour
- c) Pret -a -porter**
- d) Couturiere

132. Spring Summer and Autumn Winter are the _____ of fashion .
 a)Services b)Brands c)Magazines **d)Seasons**
133. _____ are responsible for allocating specific styles and quantities of merchandise to retail outlets .
 a)Merchandiser b)Purchase Manager **c)Allocator** d)Sample technologist .
134. _____ refers to a selected group of colours used within a co-ordinating range of products .
a)Colour Palette b)Colour Service c)Colour forecast d)Colour solutions
135. There are _____ seasons in the Fashion Industry .
 a)One b)Three c)Four **d)Two**
136. _____ are samples of garment styles in a specified range of services .
 a)Proto sample **b)Grades** c)Flat Sketch d)Drawings
137. The fabric prints which are exclusive to a certain retailer for a given period of time
a) Confined prints b)Sample prints c)One way prints d)All over prints
138. The difference between the cost price and selling price is
a)Mark up price b)Mark down price c)Make up price d)Standard Price
139. _____ refers to the timescale from the launch of a product through to its decline .
 a)Fashion period b)Product period c)Sales period **d)Product life cycle**
140. Couture ranges are _____ - expensive than ready -to -wear .
 a)slightly b)less c)moderately **d)More**
141. Designers get an idea from watching people in the street ,on their way to work ,etc which later evolve into _____ fashion .
a)Street b)court c)High d)Low
142. CK stands for
 a) Calvis Klient **b)Calvin Klien** c)Calvi Klass d)Classy Klieen .
143. The city of Miami produces its own official line of swim wear and apparel called
 A)Beach wear b)Sunny Tan **c)Tropicool** d)Miami wear
144. Petite comes in _____ size range
 a)Men's **b)Women's** c)Children's d)Infant's

145. Fit wear is also known as

- a) Social Apparel b) Outerwear **c) Active wear** d) Lingerie

146. Large or women size petites are marked as

- a) PP **b) WP** c) MP d) SP

147. Coats , Capes and Jackets

- a) Lingerie **b) Outerwear** c) Social Apparel d) Swim wear

148. The durability of a garment or accessory and the ease or difficulty of caring relates to the _____ of a garment .

- a) Wash and Dry b) Performance and finish
c) Performance and care d) Appearance and quality

149 Attire worn on special occasion such as cocktail dress and Bridal Gowns

- a) Active wear **b) Social Apparel** c) Outerwear d) Casual wear

150. Jeans is an example for _____ style .

- a) Trendy b) FAD c) Fashion **d) Classic**

151. Claire Mc Cardell was credited with originating the _____ look .

- a) Mod **b) American** c) Fashion d) Flapper

152. Slim young customer is also called _____ -- in women size range

- a) Petite b) Missy **c) junior** d) Woman

153. A Brand name is important as long as it is combined with a proper relationship of _____ and _____ .

- a) Quality and Price** b) fit and comfort c) Design and style d) Fashion and colour

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156. Cradle of the Fashion World

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- c) **Chain Store**
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169. An assortment of related merchandise grouped together within a department of a store .

- a)**Classification** b)Size range c)High fashion d)Merchandise

170. Store representator in foreign cities

- a)**Comissionire** b)Couturier c)Designer d)Innovator

171. A short lived fashion

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