

V32/V89/MFD105/EE/20160519

Time : 3 Hours

Marks : 80

Instructions :

1. All Questions are Compulsory.
 2. Each Sub-question carry 5 marks.
 3. Each Sub-question should be answered between 75 to 100 words. Write every questions answer on separate page.
 4. Question paper of 80 Marks, it will be converted in to your programme structure marks.
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1. Solve any **four** sub-questions.
 - a) Retail Fashion Industry 5
 - b) Taste 5
 - c) Fashion Followers 5
 - d) National Fashion Center 5
 - e) Acceptance 5

2. Solve any **four** sub-questions.
 - a) Compare the difference between Classic and Fad. 5
 - b) What are the various Textiles used in Fashion Industry. Describe the use and application of the same. 5
 - c) Explain how “Gender” plays a major role in selecting a Fashion. 5
 - d) Compare the difference between “Fashion Innovators and Fashion Followers”. 5
 - e) Write in detail about “Pret a Porter Clothing”. 5

3. Solve any **four** sub-questions.
- a) Write about any one International Designer and National Designer. 5
 - b) Explain in brief about Trickle Down Theory. 5
 - c) Write in detail about the “Unique Style” of any designer brand. 5
 - d) Site any two examples of “Special Contribution” by any Designer to the fashion Industry. 5
 - e) Explain in brief about Trickle Up Theory. 5
4. Solve any **four** sub-questions.
- a) Fashion and Culture 5
 - b) Geographical location in Fashion Selection 5
 - c) Any one International Fashion Center 5
 - d) Fashion Innovators 5
 - e) Fashion Victims 5

