

Exam. Code : 103201

Subject Code : 1057

B.A./B.Sc. 1st Semester

**FASHION DESIGNING & GARMENT
CONSTRUCTION**

(Fashion Designing)

Time Allowed—3 Hours]

[Maximum Marks—40

Note :—(1) Attempt **FIVE** questions in all.

(2) Select at least **ONE** question from each section.
Fifth question may be attempted from any section.

(3) **All** questions carry equal marks ($8 \times 5 = 40$).

SECTION—A

1. (a) Describe the term 'Fashion'.
(b) Write short notes on common fashion terms :
 - (i) Fashion design
 - (ii) Fashion industry
 - (iii) Types of fashion
2. (a) What do you understand from the term-'haute couture'? Explain the origin and importance of haute couture in fashion designing.
(b) Differentiate between the terms mass production, haute couture and pret-a porter.

SECTION—B

3. Explain the five stages of fashion cycle with diagram.
4. (a) Write short notes on :
 - (i) Fashion innovators
 - (ii) Fashion specialist
 - (iii) Speciality stores
 - (iv) Clearance sale
- (b) Who are the main six types of consumer adopters in fashion cycle ?

SECTION—C

5. Write a note on 'Origin of Fashion in India'.
6. Describe the 'Bottom-Up Theory' of fashion adoption. How it is different from other theories of fashion ?

SECTION—D

7. Explain the various different colour schemes, commonly used in garment construction.
8. Define the components of fashion and their importance in fashion designing.