

Exam. Code : 108601

Subject Code : 2153

**B.Sc. Fashion Designing 1<sup>st</sup> Semester**

**CONCEPT OF FASHION**

**Paper-II**

Time Allowed—3 Hours]

[Maximum Marks—50

**Note :—** Attempt **five** questions in all, selecting at least **one** question from each Section. Each question carries equal marks. The fifth question may be attempted from any Section.

**SECTION-A**

1. Define the following :
  - (a) Style
  - (b) Classic
  - (c) Fad
  - (d) Silhouette.
2. Define fashion and discuss its importance for apparel industry.

**SECTION-B**

3. Discuss the various principles of fashion.
4. Explain the origin and evolution of fashion.

**SECTION-C**

5. Discuss the role of social and psychological aspects of clothing.
6. Write about the various factors affecting fashion.

**SECTION-D**

7. What is fashion cycle ? Discuss the various stages of fashion cycle.
8. Give a comparison between trickle down and bottom up theory.