

- (ii) Elaborate on the terminologies of fashion.
- (iii) Explain in detail about the principles of fashion.
- (iv) Explain about major environmental factors that affect fashion interest and demand.
- (v) Explain in detail about :
 - (a) Fashion forecasting.
 - (b) Marketing research.
 - (c) Consumption of fashion goods.

Register Number :

Name of the Candidate :

9 1 0 7

B.Sc. DEGREE EXAMINATION, 2007

(FASHION DESIGN)

(FIRST YEAR)

(PAPER - XIII)

113. BASICS OF FASHION

June]

[Time : 3 Hours

Maximum : 60 Marks

SECTION - A (15 × 1 = 15)

1. *Fill in the banks :*

- (i) Increased leisure time the fashion cycle.
- (ii) Down ward flow theory is also called as
- (iii) Primary level of fashion business composed of and

Turn over

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- (iv) Secondary level of fashion business composed of
- (v) The retailing is the ultimate level.
- (vi) An individual owning the business, assuming risks, is called
- (vii) An association of two or more persons to carry as co-owners of a business is called
- (viii) A corporation, selling its shares to open market is called
- (ix) is the chief governing body of the corporation.
- (x) The two theories of clothing are and
- (xi) Coco was the name given to
- (xii) Skirt is were shortened and narrowed due to scarcity of material during
- (xiii) is the starting point for entire marketing programme in a firm.

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- (xiv) embraces the technical activities of product research, engineering and design.
- (xv) During stage the product is put into the market with full scale production.

SECTION - B (5 × 3 = 15)

2. Answer any FIVE of the following questions :

- (i) Down flow theory.
- (ii) Accelerating factors of fashion movement.
- (iii) Length of fashion cycles.
- (iv) Scope of the fashion business.
- (v) The theories of clothing origin.
- (vi) Sociological factors affecting fashion.
- (vii) Fashion leaders and followers.

SECTION - C (3 × 10 = 30)

3. Answer any THREE of the following :

- (i) What is sole proprietorship and partnership? Explain about the advantages and disadvantages.

Turn over