

S.No. 2093

12UTFA04

(For the candidates admitted from 2012–2013 onwards)

B.Sc. DEGREE EXAMINATION, NOVEMBER 2017.

Fourth Semester

Textiles and Fashion Designing

FASHION AND CLOTHING PSYCHOLOGY (Allied)

Time : Three hours

Maximum : 75 marks

SECTION A — (10 × 2 = 20 marks)

Answer ALL questions.

1. What is fad?
2. Point out the uses of mannequin.
3. What is fashion?
4. State the psychological needs of fashion.
5. What is a collection?
6. Define merchandising.
7. List any two fashion forecasting agencies.

8. Name any two Chinese designers.
9. Mention the fashion centres of India.
10. What are the unique features of Kalamkari?

SECTION B — (5 × 5 = 25 marks)

Answer ALL questions.

11. (a) Write short notes on boutique.
Or
(b) Design a dress for FAD fashion.
12. (a) How does personal identity created through clothing?
Or
(b) Explain how costume build status.
13. (a) Give a brief account of fashion buying.
Or
(b) Bring out the objectives of sewing department in fashion industry.
14. (a) What are the responsibilities for fashion forecasting centers?
Or
(b) Reveal the contribution of Chinese designers.

15. (a) Narrate the features of
Or
(b) How is a Bandhani work done?

SECTION C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Describe the types of fashion with suitable illustration.
17. Compare fashion and season.
18. Elaborate the role merchandisers in fashion industry.
19. Discuss the role Indian designers in fashion arena.
20. Highlight the exclusivity of traditional printed textiles of India.