

## V31/BFD201/EE/20160519

Time : 3 Hours

Marks : 80

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### 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.

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|--------------------------------|---|
| a) Fashion in Retail Industry  | 5 |
| b) Invention of Sewing Machine | 5 |
| c) Industrial Revolution       | 5 |
| d) Haute Couture               | 5 |
| e) Trickle-up theory           | 5 |

2. Solve any **four** sub-questions.

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|---|---|
| a) What is a "Fashion Cycle"? Briefly describe the stages with a diagram.                             | 5 |
| b) Describe any one Fashion Center in India.  | 5 |
| c) How does "Trade Show" play a major role in fashion promotion?                                      | 5 |
| d) Describe the "Cognitive Experience" gained through the use of Black and White colors in Apparel.   | 5 |
| e) What are "Aesthetics"? Explain the factors that play a major role in gaining Aesthetic experience. | 5 |

3. Solve any **four** sub-questions.
- a) What do you mean by Aesthetic Experience and describe through suitable examples. 5
  - b) Describe the "Emotional Experience" gained through curved lines and shapes in design. 5
  - c) Explain what are "Fashion Weeks"? And write in short about any two Fashion Weeks. 5
  - d) How does "Media" play a major role in Fashion? 5
  - e) How does "Fashion Shows" play a major role in Fashion? 5
4. Solve any **four** sub-questions.
- a) Trickle-down theory 5
  - b) Style 5
  - c) French Revolution 5
  - d) Classic 5
  - e) FAD 5

