

V32/V89/MFD103/EE/20160520

Time : 3 Hours

Marks : 80

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.
 - a) Write in brief 'Indian handloom handicraft contribution to fashion.' 5
 - b) Fashion goes through a five stages life cycle. Name and explain each stage. 5
 - c) Write note on "Indian Fashion in 19th century". 5
 - d) Explain the phases of typical fashion acceptance cycle. 5
 - e) Explain the terms: 5
 - i) Consumer
 - ii) World trade organizations
2. Solve any **four** sub-questions.
 - a) Write note on "Mass Fashion in India". 5
 - b) Explain effects of industrialization on evolution of fashion. 5
 - c) Explain following in brief 5
 - i) Speciality store
 - ii) Fashion leader
 - d) Write about Roman Fashion Trends. 5
 - e) How did the growth of middle class affect fashion in 18th and 19th centuries. 5

3. Solve any **four** sub-questions.
- a) Explain the relationship of consumer acceptance to the Fashion Cycle. 5
 - b) What are the benefits of automatic replenishment? 5
 - c) Write note on 'Retailing'. 5
 - d) Name and define three components of fashion. 5
 - e) What were the origins of speciality and department store. 5
4. Solve any **four** sub-questions.
- a) Write a note on 'World War-I and its effects on Fashion'. 5
 - b) Write note on 'Industrialization'. 5
 - c) Write about the global influences on Fashion Industry. 5
 - d) Explain in brief. 5
 - i) Fashion Followers
 - ii) Anti-Fashion
 - e) Write about any two Indian Designers and their contribution to Indian Fashion. 5

