

17682

16172

3 Hours / 100 Marks

Seat No.

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- Instructions :**
- (1) All Questions are *compulsory*.
  - (2) Answer each next main Question on a new page.
  - (3) Illustrate your answers with neat sketches wherever necessary.
  - (4) Figures to the right indicate full marks.
  - (5) Mobile Phone, Pager and any other Electronic Communication devices are not permissible in Examination Hall.

**Marks**

**1. Solve any FIVE questions out of the following : 20**

- (a) Write a note on any international designer with reference to his style and fabric of his choice.
- (b) Define the term 'Visual Merchandising' and explain the factors affecting it.
- (c) Differentiate between interior and exterior display. Give examples.
- (d) Discuss the importance of digital photography.
- (e) Write a short note on Fashion photography for magazine.
- (f) What do you mean by cross-dressing ? Give two examples.
- (g) Discuss the roles of modelling agency.

**2. Answer any TWO of the following : 16**

- (a) Explain the relation between dress and religions fundamentalism.
- (b) In a capitalistic nation, what are the factors influencing innovation in dress ?
- (c) Describe the elements of Press Release.

**3. Answer any TWO questions of the following :****16**

- (a) 'Dress is a non-verbal communication.' Do you agree ?
- (b) Write a note on 'Dress, modesty and sexuality'.
- (c) Enlist any four fashion advertisement magazines and discuss their special features.

**4. Answer any TWO questions of the following :****16**

- (a) What do you mean by 'Cultural system' ? Is it anyway connected to fashion ? Explain with two examples.
- (b) Explain the process of Negotiation and its importance in the field of merchandising.
- (c) What do you mean by a 'Fashion Calender' ? How does it help a merchandiser ?

**5. Answer any FOUR of the following :****16**

- (a) Write a note on functions and importance of Accessories in fashion promotion.
- (b) Brief the history of development of fabrics in 20<sup>th</sup> century.
- (c) What do you mean by 'Fashion Trend' ? How does it affect the fashion industry ?
- (d) Define and explain 'Media Ethics'.
- (e) Discuss the role played by fashion schools in fashion industry.
- (f) State the significance of Gala events and Prom-parties in fashion communication.

6. Answer any FOUR of the following :

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- (a) Write a short note on any Indian Fashion designer.
  - (b) Which geographical and social factors affect fashion & how ?
  - (c) What are the essential elements of 'Haute-Couture' show ?
  - (d) Explain the process of singular product promotion.
  - (e) Do you consider Radio as an important advertising medium and for what type of products ?
  - (f) Explain the role of PR officer in fashion agencies.
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