

17682

11819

3 Hours / 100 Marks

Seat No.

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- Instructions :**
- (1) All Questions are *compulsory*.
 - (2) Illustrate your answers with neat sketches wherever necessary.
 - (3) Mobile Phone, Pager and any other Electronic Communication devices are not permissible in Examination Hall.

Marks

1. Define the following any TEN :

10 × 2 = 20

- (a) Fashion Communication
- (b) Fashion Industry
- (c) Media
- (d) Advertising
- (e) Fashion Promotion
- (f) Vendor
- (g) Brand
- (h) Visual Merchandising
- (i) Fashion
- (j) Fashion Journalism
- (k) Negotiation
- (l) Fashion Forecasting
- (m) Consumers
- (n) Fashion Calendar

2. Solve any TWO :

2 × 8 = 16

- (a) Enlist and explain the factors affecting the dressing habits.
- (b) Describe the term – Fashion show and explain the types of Fashion shows.
- (c) Differentiate between International designers and National designers

- 3. Solve any TWO :** **2 × 8 = 16**
- (a) Explain in brief 'Fashion – A Social Process'.
 - (b) Explain the factors affecting decade's fashion.
 - (c) Describe the following :
 - (i) Digital photography techniques
 - (ii) Fashion schools
- 4. Solve any TWO :** **2 × 8 = 16**
- (a) Explain the influencing factors in Innovation of dress.
 - (b) Enlist and explain the following below :
 - (i) Types of Window display
 - (ii) Elements of Window display
 - (c) Explain in brief the following below :
 - (i) Media writing
 - (ii) Ethics in media
- 5. Solve any TWO :** **2 × 8 = 16**
- (a) Explain the following in brief : (i) Religious dress & (ii) Social change.
 - (b) Describe in brief – Promotion through publicity
 - (c) State the importance of sales forecasting.
- 6. Solve any TWO :** **2 × 8 = 16**
- (a) Describe the following :
 - (i) Dress through infancy to adolescence
 - (ii) Dress through adulthood
 - (b) Explain the steps of forecasting
 - (c) Explain in brief the role of advertising in Fashion promotion.
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