

17682

21718

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) Assume suitable data, if necessary.
 - (6) Mobile Phone, Pager and any other Electronic Communication devices are not permissible in Examination Hall.

Marks

1. Attempt any FIVE :

20

- (a) Explain Basic Fashion Continuum.
- (b) Explain the importance of knowledge of previous century for fashion creation.
- (c) Highlight the importance of 'First impression'. Explain its reliability.
- (d) Write a note on 'Fashion Photography for Magazines'.
- (e) Differentiate between the Publicity and Advertisement.
- (f) Explain about fabric trend forecast.
- (g) Discuss about role of 'light' in window display.

2. Attempt any FOUR :**16**

- (a) Describe Hamilton's Micro Continuum.
- (b) Explain about the factors which have influence in innovation of dress.
- (c) Describe the role of Fashion Journalism in Fashion Industry.
- (d) Discuss the role of direct response online marketing in fashion promotion with example.
- (e) Explain the factors involved in fashion forecasting.
- (f) Write in short about importance of Doll shows.

3. Attempt any FOUR :**16**

- (a) Discuss in short about the dress and religious fundamentalism.
- (b) Give two examples of influence on fashion due to social or political history.
- (c) Explain the changes in dress from toddler to adulthood.
- (d) Explain about the media ethics.
- (e) Enlist and explain about media kits used for publicity.
- (f) Define 'Visual Merchandising' and state the purpose of visual merchandising.

4. Attempt any FOUR :**16**

- (a) Discuss about the dress modesty and sexuality.
- (b) Discuss about the growth of middle class affecting fashion in the twentieth century.
- (c) State the effects of demographic and psychography factor on the fashion environment.
- (d) Describe about the digital photography technique.

- (e) Explain the fashion seasons in India.
- (f) Explain the following with example :
 - (i) Theme based display.
 - (ii) Floor display inside store

5. Attempt any FOUR :

16

- (a) Discuss the effect of culture on fashion with any two suitable examples.
- (b) Explain about cross dressing.
- (c) Discuss the role of designers in publicity.
- (d) Explain about press photography.
- (e) Explain the role of fashion schools in fashion forecasting.
- (f) Differentiate between the formal show and informal show.

6. Attempt any FOUR :

16

- (a) Explain the relation between the dress choice and ideology.
 - (b) Differentiate between negotiation with others and negotiation with self.
 - (c) Explain colour, fabric, style and accessories for year 2015.
 - (d) Explain the five 'M's of advertising.
 - (e) Describe the fashion forecasting process.
 - (f) Explain about any two special fashion presentations.
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