

17682

15162

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) Figures to the right indicate full marks.  
(4) Assume suitable data, if necessary.

**Marks**

1. Answer any FIVE of the following :

5 × 4 = 20

- Define the term Visual merchandizing & enlist any eight factors to be considered in visual merchandising.
- Elaborate on the association between colours and human emotions ?
- 'Digital Photography lends itself to improved Photo-editing.' – Justify the statement.
- How does the person communicate through 'Dress' ?
- Explain briefly about the term. 'Cross-dressing'.
- Write a shortnote on 'Sportswear'.
- Explain Fashion Cycle with a neat diagram.

2. Answer any TWO of the following :

2 × 8 = 16

- 'Religion and religious fundamentalism play an important role in individual's choice in dressing.' Discuss.
- Discuss about the decadewise history of 20<sup>th</sup> century costumes with reference to Fabric and Colour.
- Explain the importance of media ethics in multicultural social business environment.

**P.T.O.**

- 3. Answer any TWO of the following :** **2 × 8 = 16**
- (a) Discuss various social & political factors that influence fashion.
  - (b) Elaborate on style statement of any two national fashion designers that you are impressed with.
  - (c) Compare Television advertising with Magazine advertising of garments over any four points.
- 4. Solve any TWO of the following :** **2 × 8 = 16**
- (a) 'A dress can be used from infancy to adolescence.' Justify the sentence with two examples.
  - (b) Differentiate between advertisement and publicity on any four points.
  - (c) Describe in detail any one method of Fashion forecasting. Enlist any four difficulties that may arise in fashion forecasting.
- 5. Answer any TWO of the following :** **2 × 8 = 16**
- (a) A senior lady business executive, who frequently travels three continents, has approached you for advice to select her wardrobe. Give your suggestions.
  - (b) State the various roles of Public Relation Department.
  - (c) Describe various elements of Interior display.
- 6. Answer any TWO of the following :** **2 × 8 = 16**
- (a) What are the different types of Fashion shows ? Highlight their specialities.
  - (b) Discuss the importance of Radio as a medium of advertising.
  - (c) How do fashion schools & modelling agencies help in forecasting a fashion ?
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