

17682

**11920**

**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) Mobile Phone, Pager and any other Electronic Communication devices are not permissible in Examination Hall.

**Marks**

**1. Attempt any FIVE :**

**5 × 4 = 20**

- (a) Explain the term – ‘First Impression’.
- (b) Describe the concept of the cross dressing.
- (c) Elaborate the term dress as non-verbal communication.
- (d) Analyse the 20<sup>th</sup> Century costume based on Victorian Era.
- (e) Discuss the various medium and culture in fashion media writing.
- (f) Explain the modes of promotion.
- (g) Define forecasting. Explain their process.

**2. Attempt any TWO :**

**2 × 8 = 16**

- (a) Differentiate between publicity and advertisement.
- (b) Explain the role of media in public relations and fashion school.
- (c) Define visual merchandising. Explain in brief their elements and types.

**3. Attempt any FOUR :**

**4 × 4 = 16**

- (a) Explain the term of Race and ethnicity.
- (b) Describe the various factors affecting for dressing habits.
- (c) Elaborate the term ‘fashion as social process’.

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- (d) Write a note on sexual identity kit.
- (e) Name any five International Designers and write their style statements.
- (f) Differentiate between fashion photographs V/s. Runway fashion.

**4. Attempt any TWO :****2 × 8 = 16**

- (a) Explain how to select best mode of promotion for any fashion event. Give one example for the same.
- (b) Explain following terms :
  - (i) Fashion Calendar
  - (ii) Sales forecasting
- (c) Explain the process of organising of special fashion presentations.

**5. Attempt any FOUR :****4 × 4 = 16**

- (a) Describe the Hamilton's micro-macro continuum for fashion system and cultural system.
- (b) Write a note on Negotiation with self-fashion.
- (c) Give the example and explain Religious dress and social change.
- (d) Distinguish between the Ideology and Dress.
- (e) Write a note on dress throughout the lifespan from infant to adulthood.
- (f) Give the example and explain the term of 'fashion photography for magazines'.

**6. Attempt any TWO :****2 × 8 = 16**

- (a) Explain factors affected decade's fashion. Name any three national designers and their style statements.
  - (b) Write a fashion report on red carpet event. Discuss the reporting trend.
  - (c) List the special events. Explain in brief Gala Events and Multimedia Production Shows.
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