

22235

11920

3 Hours / 70 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 right indicate full marks.
(5) Mobile Phone. Pager and other Electronic Communication devices are not permissible in Examination Hall.

Marks

- 1. Answer any FIVE of the following :** **10**
- State significance of clothing concept to human life.
 - Define ‘Silhoutte’.
 - Enlist any four fashion seasons.
 - State the basic difference between polos and t-shirts.
 - Sketch a halter top.
 - Define gradation.
 - Enlist components of final costing.
- 2. Answer any THREE of the following :** **12**
- Explain fashion with relevance to first impression.
 - Define fashion innovator and fashion follower. Give one example for each.
 - Define bontique and state its importance.
 - Explain relevance of line planning and consumer research in apparel industry.

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- 3. Answer any THREE of the following :** **12**
- a) Describe any four objectives of clothing technology.
 - b) Define fashion innovator and fashion follower. Give one example for each.
 - c) Differentiate between baggies and bell-bottom trousers.
 - d) Enlist various types of samples and state their purpose in apparel industry.
- 4. Answer any THREE of the following :** **12**
- a) Define fashion and describe its need.
 - b) Sketch romper and pinafore.
 - c) Compare inner wear with outer wear over any four points.
 - d) Classify following garments in different market types :
 - i) Bridal wear for film heroine.
 - ii) Evening gown.
 - iii) Branded jackets for mountaineering.
 - iv) Printed T-shirts for event.
 - e) Explain significance of check-on-check concept with example.
- 5. Answer any TWO of the following :** **12**
- a) Compare between trickle-up and trickle-down fashion theories.
 - b) Enlist types of fashion markets and describe any two with relevant examples.
 - c) Describe organizational structure for garment industry.
- 6. Answer any TWO of the following :** **12**
- a) Explain each step of fashion cycle with relevant example.
 - b) Explain any six roles of a merchandiser in exports.
 - c) Explain styling and fit perfection with two relevant examples.
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