

17682

21819

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. Define the following terms : (any TEN)

20

- (a) Ethnicity
- (b) First impression
- (c) Accessories
- (d) Fashion Journalism
- (e) Product advertising
- (f) Publicity
- (g) Promotion

- (h) Fashion Calender
- (i) Sales forecast
- (j) Window display
- (k) Trade show
- (l) Gala event
- (m) Production shows
- (n) Consumer shows

2. Answer any FOUR of the following :

16

- (a) Explain – ‘Dress as non-verbal communication’.
- (b) Write in short about – Dress, Modesty and Sexuality with suitable example.
- (c) Explain the factors affecting decade’s fashion.
- (d) Differentiate between Advertising and Publicity in fashion industry.
- (e) Write in short about role of modelling agencies in fashion communication.
- (f) Explain the concept of visual merchandising.

3. Answer any FOUR of the following :

16

- (a) Explain ‘Hamilton’s Micro-Macro Continuum’.
- (b) Justify fashion as social process.
- (c) Explain the styles and colours used in the 20th century costume analysis.
- (d) In fashion journalism, write down the role of various media.

- (e) Outline the purpose of Fashion promotion.
- (f) Write a note on Fashion Calendar.

4. Answer any FOUR of the following :

16

- (a) Explain the factors affecting dressing habits.
- (b) Write in short about sexual Identity kit.
- (c) Explain – Dress through adulthood with suitable example.
- (d) Write about any two national designers and his/her style statements.
- (e) Write a note on media ethics.
- (f) Explain the process of fashion forecasting.

5. Answer any FOUR of the following :

16

- (a) Explain the relation between dress and religious fundamentalism.
- (b) Discuss the influencing factors in innovation of dress.
- (c) Describe the points to be considered while writing for print media – print report.
- (d) Explain selection of the best mode of promotion for any fashion event.
- (e) Discuss about colour, fabric, style evaluation for upcoming season.
- (f) Differentiate between production shows and multimedia production shows.

P.T.O.

6. Answer any FOUR of the following :**16**

- (a) Explain Dress through infancy to adolescence with suitable example.
 - (b) Discuss about 'Race and Ethnicity'.
 - (c) Analyse the fashion for previous century.
 - (d) Enlist various fashion photographic techniques and explain any one.
 - (e) Discuss the types of media used in Fashion promotion and give one example of propagating each media to target groups.
 - (f) Describe trade shows and trade association shows.
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