

C-4294

Sub. Code

84613

P.G. DIPLOMA EXAMINATION

FASHION DESIGN

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Non Semester

VISUAL MERCHANDISING AND BRANDING

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define trend analysis.
2. Write about importance of fashion.
3. Define balance.
4. Write about proportion.
5. List the elements of display.
6. Write about texture.
7. What is primary setting in lighting?
8. Write notes on awning.

9. Write four national fashion brands.
10. Define fashion brand.

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Describe forecasting.
Or
(b) Write the importance of fashion.
12. (a) Describe harmony.
Or
(b) Explain value and space.
13. (a) Explain display basis.
Or
(b) Describe composition.
14. (a) Describe fluorescent light.
Or
(b) Write about trade show.
15. (a) Describe the wage of brand elements to build brand image.
Or
(b) Explain the power of fashion brands.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain in detail about consumer acceptance.
Or
(b) Explain fashion life cycle.

17. (a) Describe balance and proportion.

Or

(b) Explain the need for display.

18. (a) Explain about fashion show.

Or

(b) Explain the applications and scope of visual merchandising.
