

C-3802

Sub. Code

81111

B.Des. DEGREE EXAMINATION
FASHION DESIGN
NOVEMBER 2021 EXAMINATION
First Semester
FUNDAMENTALS OF FASHION
(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define fashion look.
2. What are the accessories of fashion trend?
3. Define high fashion.
4. List out the types of fashion cycle.
5. Write short note on market segmentation.
6. What are sewing trims?
7. Define brand.
8. Define size ratio.
9. Define consumption of fashion goods.

10. What is mass production?

Part B

(5 × 5 = 25)

Answer **all** questions, by choosing either (a) or (b).

11. (a) Explain about fashion seasons.

Or

(b) Discuss about fashion event and calendar across the globe.

12. (a) Illustrate the various types of kinds shirt.

Or

(b) Discuss about the types of packing trims.

13. (a) Explain about luggage of fashion.

Or

(b) Design footwear for women.

14. (a) Explain about trickle across theory.

Or

(b) Discuss about fashion mass production.

15. (a) Discuss about fashion forecast.

Or

(b) Discuss about size ratio.

Part C

(3 × 10 = 30)

Answer **all** questions, by choosing either (a) or (b).

16. (a) Discuss in detail fashion style and trend.

Or

(b) Explain about the types of fashion cycle.

17. (a) Design any two types of silhouettes for women and kids.

Or

(b) Explain about fashion business and market levels.

18. (a) Discuss about the "creation of measurement charts".

Or

(b) Explain in detail the size criteria for apparel and footwear.

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C-5192

Sub. Code

**81817/81917/
81117/81217**

B.Des. DEGREE EXAMINATION, NOVEMBER 2021

First Semester

ENGLISH COMMUNICATION – I

(Common for B.Des. (C.D./Indus.D/FD/ID)

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer the following questions.

1. What is meant by Cloze reading?
2. Give two examples for comparative adjectives.
3. Choose correctly spelt word :
 - (a) (i) irresponsible
 - (ii) irresponsible
 - (iii) iresponsible
 - (iv) irressponsible
 - (b) (i) breakable
 - (ii) braekable
 - (iii) breakible
 - (iv) breekable
4. What is the basic rule for writing a paragraph?
5. Write two sentences using past tense.

6. Give examples for compound nouns.
7. Write any two words with multiple meanings.
8. What is needed for role play?
9. How can you sharpen your listening skill?
10. What is meant by intensive reading?

Part B

(5 × 5 = 25)

Answer the following questions.

11. (a) Match the following :
 - (i) joining up – amalgamating
 - (ii) partnering – twinning
 - (iii) matching – linking
 - (iv) marrying – pairing off
 - (v) balancing – teaming up
- Or
- (b) Write a note on oral reporting.
12. (a) Fill in the blanks with correctly spelt word :
 - (i) Please give me a _____ of paper (peace/piece)
 - (ii) How much is the railway _____? (fair/fare)
 - (iii) Jane has got very _____ looks. (plane/plain)
 - (iv) I really want to _____ some weight. (lose/loss)
 - (v) An oil lamp needs a _____ (weak/wick)

Or

- (b) What are the important aspects for writing a paragraph?

13. (a) Write a short notes on present perfect tense with examples.

Or

- (b) Write in short on channel conversion from text to chart.

14. (a) Write any five words using “trans –” as prefix.

Or

- (b) Spot the error from the following sentences and correct it :

- (i) I went to the India in 1967.
- (ii) She must has been on holiday.
- (iii) I went to work with the bus.
- (iv) I'm not agree: this exercise is very easy.
- (v) At this time tomorrow, I will be fly Tokyo.

15. (a) Fill in the blanks with correct form of conditional sentence :

- (i) If we meet at 9.30, we _____ plenty of time. (have)
- (ii) I _____ the office if I was with him. (call)
- (iii) Rani _____ safe if she drove slowly. (arrive)
- (iv) If you _____ in this lake, you will shiner from cold. (swim)
- (v) The door will unlock if you _____ the green button. (press)

Or

- (b) What are the strategies to develop our reading skill?

Part C

(3 × 10 = 30)

Answer the following questions.

16. (a) Write an essay on comparative adjectives.

Or

- (b) Explain in detail on conversational techniques.

17. (a) Describe the techniques for paragraph writing and taking notes.

Or

- (b) Write an essay on channel conversion from text to chart.

18. (a) Explain in brief on planning a tour.

Or

- (b) Prepare a group discussion on “Recent Trends in Education”.

C-2178

Sub. Code

81123

B.Des. DEGREE EXAMINATION, NOVEMBER 2021

Second Semester

Fashion Design

WESTERN ART APPRECIATION

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define art.
2. What is Roman art?
3. Who is considered the father of renaissance architecture?
4. What is Celtic art?
5. Define Realism.
6. Who is the artist of praying hands?
7. What is dada art?
8. Name two arts of modern era.
9. What do you call a person who experiments and does unconventional things?
10. What is pop art?

Part B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) State the role of art.

Or

- (b) Describe the characteristics of Bronze age.

12. (a) Write a note on Byzantine art.

Or

- (b) Write about any two painters of the medieval period.

13. (a) Write a note on Jan van Eyck and his work.

Or

- (b) Write about Baroque art.

14. (a) What is fauvism?

Or

- (b) State the characteristics of Impressionism.

15. (a) Describe contemporary art.

Or

- (b) Write about abstract expressionism.

Part C

(3 × 10 = 30)

Answer ALL questions.

16. (a) Discuss the different ways in which art can be appreciated.

Or

- (b) Discuss about Iron age and its movement through time.

17. (a) Discuss about Brancacci chapel and its architect.

Or

- (b) Explain about Leonardo vinci of high renaissance period.

18. (a) Explain about post impressionism and cubism art.

Or

- (b) Discuss about De stiji and suprematism.

C-5193

Sub. Code

81132

B.Des. DEGREE EXAMINATION, NOVEMBER 2021.

Third Semester

Fashion Design

INDIAN ART APPRECIATION

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What are cave paintings?
2. Define Stone architecture.
3. Who was Mara Vijay?
4. What is padmapani bodhisattva?
5. Who made the Lion Capital of Sarnath?
6. Where is sikh architecture?
7. What is a marathal architecture?
8. Where is the kandariya mahadev temple?
9. Who destroyed Qutub Minar?
10. When was Adina Masjid built?

Part B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b)

11. (a) Write about Terracottas and sculptures.

Or

- (b) Discuss on architecture in Harappa and Mohenjo - daro.

12. (a) Write about seated buddha from katra tila mathura.

Or

- (b) Write about some ancient sculptures of buddha.

13. (a) Explain ancient hindu temple architecture.

Or

- (b) Discuss on Champa and Rajput architecture.

14. (a) Elucidate Special features in Vimla - Shah temple.

Or

- (b) Write about some temple architecture of Khajuraho.

15. (a) Write about Qutb shahi tombs.

Or

- (b) Discuss about the beauty and importance of Charminar.

Part C

(3 × 10 = 30)

Answer **all** questions, choosing either (a) or (b)

16. (a) Write about classical period architecture in India.

Or

- (b) Explain in detail about ancient sculptures and architecture in India.

17. (a) List some of the famous ancient Bronzes in India.

Or

(b) Differentiate some of the regional architecture in ancient India.

18. (a) Write about ancient Indian temple sculptures.

Or

(b) Describe the aesthetics of architecture during the rule of the Mugal emperor in India.

C-5197

Sub. Code

81151

B.Des. DEGREE EXAMINATION, NOVEMBER 2021

Fifth Semester

Fashion Design

APPAREL MERCHANDISING

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define merchandising.
2. What is retail merchandising?
3. What do you mean by order confirmation?
4. What is route card?
5. What is trial run?
6. Define order sheet.
7. What is shipping marks?
8. What is meant by invoice?
9. What is AIDA concept in advertising?
10. What is trade show?

Part B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) Classify exporters.

Or

- (b) Brief about vendor sourcing for garment industry.

12. (a) Give the process flow in the apparel industry.

Or

- (b) Brief about order enquiry and order confirmation in garment unit.

13. (a) List out the check points before cutting of a fabric.

Or

- (b) Brief about third party inspection.

14. (a) Brief about order sheet and its contents.

Or

- (b) Discuss briefly about assortments and its types.

15. (a) Brief about personal selling in garment sector.

Or

- (b) List out the advantages of trade shows and fairs in garment sector.

Part C

(3 × 10 = 30)

Answer **all** questions, choosing either (a) or (b).

16. (a) Explain about functions of merchandiser in garment unit.

Or

- (b) Explain about types of samples and expedition of samples in garment making.

17. (a) Explain about final inspection procedures in export of apparels before shipping.

Or

- (b) Explain in detail about packing lists and its contents in case of garment export.

18. (a) Explain in detail about sales promotion in a garment sector.

Or

- (b) Explain the functions of apparel export promotion council.

C-5198

Sub. Code

81152

B.Des. DEGREE EXAMINATION, NOVEMBER 2021

Fifth Semester

Fashion Design

FASHION PROMOTION AND MARKETING

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** the questions.

1. What are the 4P's of the marketing mix used in Fashion Market?
2. Describe the life cycle of Fashion Products in the market with a simple diagram.
3. What are the divisions of product planning department in Fashion Marketing units?
4. Give the importance of packaging in the sales of fashion products.
5. Describe the various sales promotion media used in selling process of apparels.
6. List out the objectives of sales promotion team in the Apparel Fashion Industries.
7. Write short notes on competitive advertising and advertising outlays in apparel business.

8. Outline the importance of advertising research to be practiced in Advertising department.
9. What are the pricing methods adopted in apparel products?
10. What is skimming pricing followed for new fashion products?

Part B

(5 × 5 = 25)

Answer **all** the questions.

11. (a) Discuss about the relationship exists between the marketing mix and marketing strategy.

Or

- (b) Explain the fashion cities and trade fairs prevail in the Fashion market environment.

12. (a) Explain in detail about the functions of packaging.

Or

- (b) Describe the marketing function and their processes followed in fashion products.

13. (a) Write short notes on advertising preparedness of marketing department in apparel business.

Or

- (b) Outline the advantages and functions of advertising agencies in the sales improvement.

14. (a) Outline the sales promotion objectives with varying impact schemes in fashion products.

Or

- (b) Write short notes on marketing communication function of sales promotion department.

15. (a) Brief about the factors influencing pricing of fashion products.

Or

- (b) Discuss on the pricing perishableness over the life cycle of fashion products.

Part C (3 × 10 = 30)

Answer **all** the questions.

16. (a) Explain the elements of marketing mix used in the fashion market.

Or

- (b) Elaborate the various functions of packaging in fashion product grading and their sales rate.

17. (a) Discuss in detail the role of Advertising in the fashion product marketing mix with diagrams.

Or

- (b) Elaborate on consumer psychology and pricing policies followed for apparel products.

18. (a) Outline the step by step procedures used in the marketing research of fashion products.

Or

- (b) Describe the marketing management and the varying environments that is prevailing in India.
