

**C-2765**

**Sub. Code**

**81512**

**DIPLOMA EXAMINATION, APRIL 2024.**

**First Semester**

**Fashion and Apparel Designing**

**FUNDAMENTALS OF FASHION**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. What is the main role of decorative design in traditional Indian textiles?
  - (a) To add structural elements
  - (b) To create a three-dimensional effect
  - (c) To enhance the aesthetic appeal and storytelling
  - (d) To provide strength and stability to the textile
  
2. Which design element refers to the physical feel and appearance of a textile surface, often achieved through techniques like embroidery or weaving?
  - (a) Line
  - (b) Shape
  - (c) Color
  - (d) Texture

3. Which type of balance in design is characterized by a more dynamic and asymmetrical arrangement of elements?
- (a) Formal balance
  - (b) Informal balance
  - (c) Repetition balance
  - (d) Radiation balance
4. Which of the following is a type of balance in design where elements are distributed equally on either side of a central axis or point?
- (a) Formal balance
  - (b) Informal balance
  - (c) Repetition balance
  - (d) Radiation balance
5. In the Prang color chart system, what does the term “hue” refer to?
- (a) The brightness or darkness of a color
  - (b) The specific name of a color on the color wheel
  - (c) The purity or intensity of a color
  - (d) The temperature of a color
6. What is the “intensity” of a color?
- (a) The temperature of the color
  - (b) The degree of purity or saturation of the color
  - (c) The brightness or darkness of the color
  - (d) The complementary color on the color wheel
7. What term is used to describe an elegant and timeless fashion style that never goes out of vogue?
- (a) Fad
  - (b) Classic
  - (c) Chic
  - (d) Trend

8. What term is commonly used to describe ready-to-wear clothing that is mass-produced and available to the public?
- (a) Haute Couture    (b) Custom-made  
(c) Pret-a-porter    (d) Avant-garde
9. What attire would be suitable for a business meeting?
- (a) Casual jeans and a t-shirt  
(b) Evening gown  
(c) Professional suit and tie  
(d) Bathing suit
10. Which of the following factors significantly influences wardrobe selection, especially in regions with distinct seasons?
- (a) Zodiac signs  
(b) Time of day  
(c) Weather and climate  
(d) Cuisine

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Differentiate between structural design and decorative design in traditional Indian textiles.

Or

- (b) Discuss the role of “shape” as an element of design in traditional Indian textiles.

12. (a) Describe the principle of rhythm in design and discuss the three types of rhythm.

Or

- (b) Explain the concept of harmony in design and discuss its three types.

13. (a) Describe the concept of “value” in color. How does the value of a color impact its appearance and role in a composition?

Or

- (b) Discuss how hues are organized on the color wheel and provide examples of hues from the Prang color chart system.

14. (a) What distinguishes a “classic” fashion style from other fashion trends? Give examples.

Or

- (b) Define “avant-garde” in fashion. How does this style differ from mainstream fashion and what are some key characteristics of avant-garde designs?

15. (a) When planning a wardrobe for different age groups, what are the key considerations that should be taken into account?

Or

- (b) Describe the process of designing dresses for business meetings and how does it contribute to a professional image?

**Part C**

(5 × 8 = 40)

Answer **all** questions.

16. (a) Explore the importance of color in traditional Indian textile design. Discuss how color choices reflect cultural and symbolic meanings and provide examples of textiles that showcase this significance.

Or

- (b) Provide a detailed analysis of how traditional Indian textiles use structural design to create a harmonious aesthetic.
17. (a) How does formal balance differ from informal balance in design and when might one be more appropriate than the other? Give examples of design scenarios for each type of balance.

Or

- (b) In the context of harmony, explain the idea of “shape harmony” in design. Provide specific examples of design projects that use shape harmony to achieve a balanced and visually pleasing composition.
18. (a) Define the term “analogous colors” and provide examples from the Prang color chart system. How do analogous colors work together to create a visually pleasing color scheme?

Or

- (b) Discuss the importance of considering color dimensions like hue, value and intensity when creating a color palette for a design project. How can understanding these dimensions enhance the overall impact of the design?

19. (a) What is the purpose of a “mannequin” in the fashion world and how does it play a role in presenting clothing to consumers? Provide examples of how mannequins are used in retail and fashion displays.

Or

- (b) Describe the “fashion cycle” and the stages involved in the life of a fashion trend. How does trend forecasting play a crucial role in this cycle and what are the factors that drive fashion trends?
20. (a) Discuss the cultural significance of attire for marriage functions. How do various cultures have unique wedding attire traditions and what symbolism is often associated with these garments?

Or

- (b) Discuss the cultural significance of attire for marriage functions. How do various cultures have unique wedding attire traditions and what symbolism is often associated with these garments?
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**C-2766**

**Sub. Code**

**81521**

**DIPLOMA EXAMINATION, APRIL 2024.**

**Second Semester**

**Fashion and Apparel Designing**

**FASHION RETAILING**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. What are the primary functions of fashion retailing?
  - (a) Designing and manufacturing clothes
  - (b) Marketing and selling fashion products to consumers
  - (c) Conducting fashion shows
  - (d) Analyzing fashion trends for future predictions
  
2. Which of the following is a factor affecting retail location decision?
  - (a) Fashion trends
  - (b) Social media presence
  - (c) Proximity competitors
  - (d) Political stability

3. What is the primary function of merchandising in retailing?
  - (a) Managing store operations
  - (b) Handling finance and budgeting
  - (c) Sourcing and selecting products for sale
  - (d) Promoting sales through advertising
  
4. What type of shopping center typically offers discounted products from various brands?
  - (a) Traditional malls
  - (b) Value centers
  - (c) Outlet malls
  - (d) Large department stores
  
5. What is the purpose of seasonal visual merchandising?
  - (a) Managing store operations
  - (b) Enhancing employee productivity
  - (c) Creating themed displays to coincide with seasonal trends
  - (d) Analyzing sales data
  
6. Which aspect of store planning focuses on creating a favorable impression of the store in the minds of customers?
  - (a) Store image
  - (b) Target customers
  - (c) Seasonal visual merchandising
  - (d) Store design



7. What aspect of retail promotion strategy involves face-to-face interaction between sales representatives and potential customers?
- (a) Promotion mix selection
  - (b) Advertising
  - (c) Media Selection
  - (d) Personal selling
8. What is the process of selecting and blending various promotional elements to create an effective marketing communication mix in retailing called?
- (a) Advertising strategy
  - (b) Media planning
  - (c) Promotion mix selection
  - (d) Relationship marketing
9. Which of the following is not a typical responsibility of a fashion advisor in a retail setting?
- (a) Providing style consultations
  - (b) Creating marketing campaigns
  - (c) Offering outfit recommendations
  - (d) Keeping up with current fashion trends

10. What does a fashion advisor typically focus on when assisting customers?
- (a) Managing store finances
  - (b) Providing technical support for garment construction
  - (c) Understanding customer preferences and offering personalized style advice
  - (d) Conducting advertising campaigns

**Part B**

(5 × 5 = 25)

Answer **all** questions

11. (a) Examine the process of site selection for fashion retail stores. Discuss the criteria that retailers consider when evaluating potential sites and locations.

Or

- (b) Discuss the challenges and opportunities associated with operating small fashion retail stores.
12. (a) Discuss the concept of merchandising in retailing, highlighting its significance in driving sales and enhancing customer satisfaction.

Or

- (b) Analyze the various components of store operations in retailing.
13. (a) Explain the concept of visual merchandising in retailing.

Or

- (b) Describe the concept of store image in retailing.

14. (a) Discuss the concept of promotion mix selection in retailing.

Or

- (b) Explain the role of advertising in retail promotion strategy.
15. (a) Discuss the role of a fashion advisor and their significance in assisting customers with their style choices.

Or

- (b) Analyze the key responsibilities and duties of a fashion advisor in a retail environment.

**Part C** (5 × 8 = 40)

Answer **all** questions.

16. (a) Explain the functions of fashion retailing, emphasizing the key activities involved in managing and operating a successful fashion retail business.

Or

- (b) Evaluate the impact of the retail environment on consumer behavior and purchase decisions in the context of fashion retailing. Discuss how factors such as store layout, ambiance, and location influence consumer perceptions and shopping experiences.
17. (a) Evaluate the role of marketing in retailing and its impact on consumer behavior. Discuss different marketing techniques employed by retailers to attract and retain customers.

Or

- (b) Examine the importance of sales promotion in retailing. Discuss the objectives of sales promotion activities and provide examples of successful promotional campaigns.

18. (a) Discuss the role of seasonal visual merchandising in retailing. Explain how retailers utilize seasonal themes and displays to enhance customer engagement and promote sales.

Or

- (b) Explore the significance of store design in retailing, particularly focusing on window displays. Discuss the different types of window displays.
19. (a) Analyze the importance of media selection in retail promotion strategy. Discuss the factors that influence media selection decisions and the effectiveness of different media channels in reaching target audiences.

Or

- (b) Evaluate the significance of sales promotion in retailing. Discuss common sales promotion techniques used by retailers to stimulate consumer demand and increase sales. Provide examples of successful sales promotion campaigns.
20. (a) Evaluate the importance of fashion advisors in meeting the needs of customers in the fashion retail industry. Discuss how fashion advisors enhance the shopping experience and contribute to customer satisfaction.

Or

- (b) Discuss the requirements for becoming a fashion advisor or fashion stylist. Explore the necessary skills, qualifications, and training needed to excel in this role.

**C-2767**

**Sub. Code**

**81522**

**DIPLOMA EXAMINATION, APRIL 2024.**

**Second Semester**

**Fashion and Apparel Designing**

**BUSINESS COMMUNICATION AND IT SKILLS**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. Which of the following is a specific objective of business communication?
  - (a) To confuse the audience
  - (b) To create misunderstandings
  - (c) To enhance collaboration and teamwork
  - (d) To limit information sharing
  
2. What are some common barriers to effective communication in business?
  - (a) Clarity and brevity
  - (b) Transparency and honesty
  - (c) Feedback and confirmation
  - (d) Noise and language barriers

3. What is the primary importance of good commercial letters in business communication?
  - (a) To confuse recipients
  - (b) To increase misunderstandings
  - (c) To convey information effectively and professionally
  - (d) To discourage further correspondence
  
4. What is the nature of Business English?
  - (a) It is informal and casual
  - (b) It is only used in spoken communication
  - (c) It is specialized language used in business communication
  - (d) It is similar to academic English
  
5. Which of the following is NOT a type of mass media?
  - (a) Television                      (b) Radio
  - (c) Memo                              (d) Newspaper
  
6. What is the primary purpose of business reports?
  - (a) To entertain the readers
  - (b) To persuade the readers
  - (c) To inform and analyze information for decision-making
  - (d) To confuse the readers
  
7. What advantage does e-commerce offer in terms of market reach?
  - (a) Limited to local customers
  - (b) Limited to national customers
  - (c) Global market reach
  - (d) Limited to specific demographics

8. What is a disadvantage of e-commerce for businesses?
- (a) Higher operational costs
  - (b) Limited customer base
  - (c) Limited flexibility in pricing
  - (d) Dependency on physical location
9. What is an essential aspect of problem-solving and decision-making?
- (a) Ignoring input from others
  - (b) Avoiding risks at all costs
  - (c) Utilizing critical thinking and analytical skills
  - (d) Relying solely on intuition
10. What does personality development involve?
- (a) Remaining stagnant and resistant to change
  - (b) Adopting a one-size-fits-all approach
  - (c) Continuous self-improvement and growth
  - (d) Mimicking the behavior of others

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Discuss the significance of feedback in business communication. Explain how feedback mechanisms contribute to enhancing the effectiveness of communication within organizations.

Or

- (b) Compare and contrast internal and external communication within a business context.

12. (a) Discuss the purpose of an introduction and the significance of capturing the reader's attention from the outset.

Or

- (b) Discuss strategies for generating ideas, organizing thoughts and structuring essays coherently.

13. (a) Classify letters commonly used in business communication based on their content and purpose.

Or

- (b) Provide guidelines for delivering effective introductory remarks in public speaking or business presentations.

14. (a) Identify and discuss the advantages of e-commerce for businesses, including expanded market reach, reduced operational costs, enhanced customer engagement and streamlined inventory management.

Or

- (b) Analyze how e-commerce has empowered consumers with greater choice and flexibility in their shopping experiences.

15. (a) Define morale in the workplace context and discuss its significance for organizational success.

Or

- (b) Analyze the impact of low morale on employee performance, job satisfaction and organizational culture



**Part C**

(5 × 8 = 40)

Answer **all** questions.

16. (a) Evaluate the impact of technology on business communication. Discuss how advancements in technology have transformed the way businesses communicate internally and externally.

Or

- (b) Discuss the importance of clarity and conciseness in business communication. Explain why clear and concise communication is crucial for achieving organizational objectives and provide practical tips for improving clarity and conciseness in communication.
17. (a) Analyze the role of clarity and conciseness in commercial letters. Why are these qualities crucial for ensuring the effectiveness of business correspondence? Discuss how clarity and conciseness can be achieved in commercial letters.

Or

- (b) Evaluate the impact of technology on the format and delivery of commercial letters. Discuss how advancements in communication technologies have influenced the way commercial letters are written, transmitted and received. Provide examples of technological innovations in business correspondence.

18. (a) Compare and contrast different types of mass media, such as television, radio, newspapers and the internet. Analyze the strengths and weaknesses of each medium in terms of reach, audience engagement and credibility.

Or

- (b) Explore the various kinds of reports commonly used in business communication, including formal reports, informal reports and annual reports. Provide examples of situations where each type of report would be most suitable.
19. (a) Examine the disadvantages of e-commerce for businesses, including security risks, dependence on technology, competition from global markets and logistical challenges.

Or

- (b) Evaluate the challenges and opportunities faced by traditional retailers in adapting to the rise of e-commerce. Discuss strategies that traditional retailers can implement to leverage e-commerce technologies and remain competitive in the digital marketplace.
20. (a) Discuss the role of ethics in promoting trust, integrity and accountability within organizations.

Or

- (b) Evaluate the importance of organizational ethics in shaping corporate culture and reputation.