

Register Number:

B.E / B.TECH DEGREE EXAMINATIONS: NOV/DEC 2012

Third semester

TEXTILE TECHNOLOGY (FASHION TECHNOLOGY)

FTY102: Concepts Of Fashion And Design

Time: Three Hours

Maximum Marks: 100

Answer all the Questions:-

PART A (10 x 1 = 10 Marks)

1. A vertical line gives a feeling of
 - a) Form
 - b) Shape
 - c) Equality
 - d) Balance
2. In which is the center and outer edges balanced, integrating the whole around a center of gravity.
 - a) Vertical balance
 - b) Horizontal balance
 - c) Radial balance
 - d) Perfect division
3. Lowering the value of the hue requires it to be mixed with
 - a) Black
 - b) Analogous colors
 - c) Complementary colour
 - d) Grey
4. Analogous colors are next to each other on the color wheel and are referred to as being
 - a) Similarities
 - b) Harmonious
 - c) Moving
 - d) Best effecting
5. Basically there are ----- variations of the fashion adoption process.
 - a) Two
 - b) Four
 - c) Five
 - d) Three
6. People who blindly and stupidly follow a brand without any discernment and without any analysis.
 - a) Fashion followers
 - b) Fashion victims
 - c) Trend setters
 - d) Fashion Celebrities
7. A new direction in the fashion field or fashion styling is called as
 - a) Latent Fashion
 - b) Fashion Styles
 - c) Fashion Trend
 - d) Fashion

(OR)

b) Discuss fashion adoption theories.

24. a) (i) Describe elaborately on role of fashion forecasting agencies. 7
(ii) Mention the significant role of consumer research in design process. 7

(OR)

b) Explain the any four leading French fashion designers and their contribution of world fashion industry.

25. a) Discuss – what are the factors influencing in costume change.

(OR)

- b) (i) Mention various types of the traditional costumes of China and Japan. 7
(ii) Explain the followings: 7
a) Bandhani b) Patola c) Ikkat d) Kalamkari
