



**B.TECH DEGREE EXAMINATIONS: DEC 2014**

(Regulation 2009)

Third Semester

**DEPARTMENT OF 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. The fundamental requirement for an art object is
  - a) Scale
  - b) Harmony
  - c) Proportion
  - d) Rhythm
2. The principle, which harmoniously unites the shape of two different sizes, is -----
  - a) Proportion
  - b) Decoration
  - c) Structural form
  - d) Emphasis
3. Hues next to each other in a colour wheel, or colour scheme composed of such hues are called as
  - a) Analogous colours
  - b) Complementary colours
  - c) Proportion
  - d) Scale
4. A value that is lighter than the normal colour is called as -----
  - a) Tone
  - b) Tint
  - c) Shade
  - d) High value
5. The phase which shows the highest demand of a product in the fashion life cycle is during \_\_\_\_
  - a) Introduction
  - b) Growth
  - c) Decline
  - d) Maturity
6. Large-scale consumer acceptance of a particular style is
  - a) Fashion
  - b) Style
  - c) Change
  - d) Trend
7. These garments have cut and sewn pieces of fabrics which have better comfort and ease of movement
  - a) Fitted garments
  - b) Chiton
  - c) Draped garments
  - d) Toga



23. a) Explain in detail on fashion adoption theories and methods of spreading fashion.

**(OR)**

b) Elaborate on types of fashion terminologies.

24. a) Write in detail on the role and techniques of fashion forecasting.

**(OR)**

b) Brief on the various steps involved in the fashion design process.

25. a) Enlist and elaborate about factors that are influence costume changes.

**(OR)**

b) Discuss on various types of traditional textiles of India.

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