KUMARAGURU
college of technology
character is life

Register Number:………….

B.TECH DEGREE EXAMINATIONS: NOV/DEC 2014

(Regulation 2009)

Eighth Semester

FASHION TECHNOLOGY

FTY214: Fashion Promotion

Time: Three Hours   **Maximum Marks: 100**

Answer all the Questions:-

PART A (10 x 1 = 10 Marks)

1. Modifications in clothing reflect

    a) Grace and beauty   b) Ideas of modesty

    c) Ideas of shame   d) Changes in societies

2. The ideas, believes and values of groups expressed through fashion and clothing used to challenge that of other groups are called

    a) Power   b) Ideology

    c) Deception   d) Allegory

3. Modernity means _____ and post modernity means _____

    a) Old, new   b) Production, Consumption

    c) Modesty, immodesty   d) Fashion, anti fashion

4. The possibility of assigning an object or event to more than one category is called ---------

    a) Allegory   b) Ambivalence

    c) Masquerade   d) Bricolage

5. The designs that are not unique but are produced in limited numbers --------

    a) Haute Couture   b) Designer wear

    c) Street fashion   d) Mass fashion

6. All of the following would be ways to segment within the category of psychographic segmentation EXCEPT:

    a) social class   b) occupation

    c) lifestyle   d) Personality

7. Bulky horizontal collars and voluminous robes or capes create the following illusion

    a) Increase in overall weight   b) To look taller

    c) Reduction in overall weight   d) To make shoulders look narrow

8. _____ last several seasons but _____ become outdated quickly

    a) Classic, Fad   b) Staple, impulse

    c) Fad, Classic   d) Specialty, classics

9. An organization using a name, phrase, design, symbols or combination of these to identify its products is

    a) Repositioning product lives   b. Branding products

    c) Forming family units   d. Patenting product

10. Consumers compare product attributes for this category and it generally constitutes high-volume markets similar to high street fashions

    a) Habitual   b. impulse

    c) staple   d. Shopping

PART B (10 x 2 = 20 Marks)

11. Define anti-fashion

12. Write a note on the significant role of culture in fashion clothing

13. Define fashion as a bricolage

14. Quote two examples for fashion as a masquerade

15. Differentiate Market research and marketing research

16. Differentiate Market segment and Target Market.

17. Write a note on the message communicated by the Yin and Yang symbol

18. Illustrate the steps involved in the decision making process of customers during the buying process.

19. Differentiate manufacturers brand and private label brands

20. Quote an example for a specialty fashion product and specify the efforts that you will take to purchase it.

PART C (5 x 14 = 70 Marks)

21. a)   Give an account on fashion in context with the following:

    (i)   Fashion clothing and deception   (7)

    (ii)   Fashion power and ideology   (7)

(OR)

    b)   Discuss briefly on the material and cultural functions of fashion clothing

22. a) Give an account on fashion in context with the following:

    (i) Modernity and post modernity (7)

    (ii) Masquerade and allegory (7)

(OR)

  b) Give an account on fashion in context with the following:

    (i) Pastiche and undecidability (7)

    (ii) Art and performance (7)

23. a) List and briefly discuss the major bases for segmenting consumer markets.

(OR)

  b) Explain in detail the fashion market environment.

24. a) Explain consumer choices that influence clothing market

(OR)

  b) Explain how the following visual effects could be developed in a garment:

    (i) To look taller in Overall height (5)

    (ii) To look thinner in Overall weight (5)

    (iii) To look smaller at waistline and abdomen (4)

25. a) (i) Characterize the differences between styles, fashions and fads with respect to the Product Life Cycle (7)

    (ii) Discuss the role of fashion designers in apparel industry (7)

(OR)

  b) Explain the various steps involved in new product development

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