



GENERAL INSTRUCTIONS TO THE CANDIDATES

1. Candidates are instructed to answer the questions as per Bloom's Taxonomy knowledge level (K₁ to K₆)
2. Candidates are strictly instructed not to write anything in the question paper other than their roll number.
3. Candidates should search their pockets, desks and benches and handover to the Hall Superintendent/ Invigilator if any paper, book or note which they may find therein as soon as they enter the examination hall.
4. Candidates are not permitted to bring electronic watches with memory, laptop computers, personal systems, walkie-talkie sets, paging devices, mobile phones, cameras, recording systems or any other gadget / device /object that would be of unfair assistance to him / her.
5. Corrective measures as per KCT examination policies will be imposed for malpractice in the hall like copying from any papers, books or notes and attempting to elicit the answer from neighbours.

B.TECH DEGREE EXAMINATIONS: DEC 2015

(Regulation 2014)

Third Semester

FASHION TECHNOLOGY

U14FTT301: Concepts of Fashion and Design

Time: Three Hours

Maximum Marks: 100

Answer all the Questions:-

PART A (10 x 1 = 10 Marks)

1. Identify a naturalistic design CO1 [K₂]

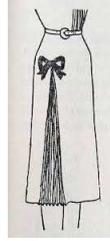
a) Photograph of a landscape	b) Design created by melted wax of a candle
c) Mickey mouse drawing	d) A mogul palace 2D drawing
2. Which of the following statements are true. CO2 [K₃]
 1. The dullness or brightness of a color is termed as intensity or chroma
 2. Orange is a cool, receding color.
 3. Yellow orange and blue violet are complimentary colors
 4. Violet and purple signify a military rank in the royal palace.

a) 2,4	b) 3,4
c) 1,2	d) 1,3

a)



b)



c)



d)



10. Match list I with list II and select the correct answer using the codes given below

CO5 [K₃]

List I				List II			
A. Toga				i. printed textiles of Andra Pradesh			
B. Kalamkari				ii. silk brocades of the Deccan			
C. Chiton				iii. costume of Rome			
D. Himrus and Amrus				iv. costume of Greece			

A B C D

- a) i iii ii iv
 b) iii i iv ii
 c) ii iv i iii
 d) iv ii iii i

PART B (10 x 2 = 20 Marks)

(Answer not more than 40 words)

11. Give the meaning of design with a suitable example.

CO1 [K₂]

12. Differentiate between Emphasis and Rhythm with suitable explanation and illustration.

CO1 [K₃]

13. Select a color and describe its dimensions in terms of hue, value and intensity.

CO2 [K₃]

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|--|-----|-------------------|
| 14. Describe the impact of red and blue in terms of color and psychology. | CO2 | [K ₃] |
| 15. Enlist the tangibles and intangibles of fashion. | CO3 | [K ₂] |
| 16. Identify any leading French Designer and describe briefly the best work of the designer. | CO3 | [K ₂] |
| 17. Prepare the flow chart for the design process of any fashion product of your choice. | CO4 | [K ₆] |
| 18. What is meant by 'prototyping' in the context of fashion? | CO4 | [K ₂] |
| 19. Enlist the factors influencing costume changes. | CO5 | [K ₂] |
| 20. Differentiate between 'Bandhani' and 'ikkat'. | CO5 | [K ₄] |

Answer any FIVE Questions:-

PART C (5 x 14 = 70 Marks)

(Answer not more than 300 words)

Q.No. 21 is Compulsory

- | | | |
|--|-----------|-------------------|
| 21. 'The success of any fashion product has its base on well-built design concepts and color concepts' – Justify the statement | CO1
&2 | [K ₅] |
| 22. Explain the different design types with suitable illustrations. | CO1 | [K ₃] |
| 23. Develop suitable examples in dress design to explain related color harmony in the Prang Color system. | CO2 | [K ₆] |
| 24. Express in detail about the fashion adoption theories. | CO3 | [K ₂] |
| 25. Narrate the steps involved in developing a Fashion portfolio taking a theme of your choice. | CO4 | [K ₆] |
| 26. Highlight the salient features of traditional textiles and costumes of South India. | CO5 | [K ₂] |
