



B.TECH DEGREE EXAMINATIONS: APRIL/MAY 2016

(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. Statement A: Communication and function lend the design status to fashion and clothing
Statement B: Aesthetic and creative aspects lend the artistic status to fashion and clothing
 - a) A is true & B is false
 - b) A & B are false
 - c) A is false & B is true
 - d) A & B are true
2. Statement A: Modesty does not result from customary habits of clothing or ornamentation
Statement B: Clothes are immodest for the reason that they attract attention
 - a) A is true & B is false
 - b) A & B are false
 - c) A is false & B is true
 - d) A & B are true
3. Modernity means _____ and post modernity means _____
 - a) Old, new
 - b) Production, Consumption
 - c) Modesty, immodesty
 - d) Fashion, anti fashion
4. Christian Dior's New Look is an example of
 - a) Fashion
 - b) Anti fashion
 - c) Deception
 - d) Allegory
5. These customers will only buy from us
 - a) Promiscuous
 - b) Occasional
 - c) Insistent
 - d) Loyal
6. Warm hues, light values, bright intensities and pure hues are used to create _____ look
 - a) Youthful
 - b) Mature
 - c) Somber
 - d) Happy
7. This generation is pessimistic and lack brand loyalty
 - a) Generation X
 - b) Generation Z

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) Un-decidability and pastiche (7)
ii) Bricolage and ambivalence (7)

23. a) Explain the various factors of marketing environment prevailing in our fashion market

(OR)

- b) Write an account on the various approaches and methods of data collection and sampling

24. a) Discuss the significance of styles, fashions, fads and norms with respect to Society and individual fashion

(OR)

- b) How are elements and principles of design employed in garments to create physical illusions on the way the wearer looks?

25. a) Elucidate the significance of branded products and personal labels in the apparel industry

(OR)

- b) Discuss briefly on the following
i) Importance of fashion products (4)
ii) Fashion industry and new product development (10)
