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V Semester B.Sc. Degree Examination, December/January - 2025/26

FASHION AND APPAREL DESIGN**Clothing Culture and Communication****(NEP Scheme Freshers & Repeaters)****Time : 2½ Hours****Maximum Marks : 60****Instructions to Candidates:***All Sections are compulsory. Illustrate wherever necessary.***SECTION - A****I. Answer any Ten of the following.****(10×2=20)**

1. What is a Corset?
2. What is Personal Communication?
3. What are Unisex garments?
4. What is Hippies style?
5. Define Costumes.
6. What is Anti-fashion?
7. What is fashion direction?
8. What is clothing culture?
9. What are speciality stores?
10. What is Royalty in clothing?
11. What is Mass Production?
12. What are Classic Styler? Give two examples.

SECTION - B**II. Answer any Five of the following.****(5×4=20)**

13. Write a note on Psychological and sociological influence on clothing.
14. Write a note on fashion of 20th Century.

[P.T.O.]



15. Explain fashion cycle.
16. Write a note on:
 - a) Teddy Boy.
 - b) Punks.
17. Write a note on Industrial revolution on fashion.
18. Write about:
 - a) Individual and Dress.
 - b) Image Building.
19. "Hollywood's influence on fashion" - Briefly explain.

SECTION - C

III. Answer any Four of the following.

(4×5=20)

20. Elaborate on "effect of world wars on fashion".
 21. Explain clothing culture and communication based on democratic, social and marital status.
 22. Write about:
 - a) France the center of fashion.
 - b) The first departmental stores.
 23. Differentiate:
 - a) Casual and formal clothing.
 - b) Minis and Maxis.
 24. Explain any two Youth Styles in detail.
 25. Describe evolution of types of costumes.
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