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Reg. No.

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V Semester B.Sc. (FAD) Degree Examination, January/February - 2025

FASHION AND APPAREL DESIGN

Clothing Culture and Communication

Paper : FD E1 5.6

(NEP Scheme 2023-24 Onwards F+R)

Time : 2½ Hours

Maximum Marks : 60

Instructions to Candidates:

- 1) All sections are compulsory.
- 2) Illustrate wherever necessary.

SECTION - A

I. Answer any Ten of the following.

(10×2=20)

1. What is image Building?
2. Define Clothing.
3. What is Fashion?
4. Define recession.
5. Who is a glamorous woman?
6. What is a style?
7. Who are Punks?
8. Differentiate mini and maxi.
9. What is trickle across theory?
10. What is mass marketing?
11. List stages of fashion cycle.
12. What is a Corset?

[P.T.O.]



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

13. Briefly explain retail expansion in twentieth century.
14. Explain in brief World War II's effect on fashion.
15. How do clothes communicate through groups and status.
16. Explain briefly the fashion concepts.
17. Explain education and employment influence on clothing.
18. Differentiate
 - a. Fit and glamorous woman.
 - b. Casual and formal clothing.
19. Write a note on fashion of 20th century.

SECTION - C

III. Answer any **Four** of the following. (4×5=20)

20. Explain in detail evolution of different types of costumes.
 21. Explain any three youth styles in detail.
 22. Illustrate a men's wear based on any customs.
 23. "Women's costume and war" explain the changes and influence.
 24. Explain clothing culture and communication based on liberal, conservative and democrat.
 25. Explain fashion development, its growth and effect of fashion.
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