

[Total No. of Questions - 9] [Total No. of Printed Pages - 2]
(2125)

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B. Tech 7th Semester Examination

Fashion Designing (NS)

TE-411(a)

Time : 3 Hours

Max. Marks : 100

The candidates shall limit their answers precisely within the answer-book (40 pages) issued to them and no supplementary/continuation sheet will be issued.

Note : Candidates are required to attempt five questions in all selecting one question from each of the section A, B, C and D of the question paper and all the subparts of the questions in section E.

SECTION - A

1. Discuss the impact of French revolution on the global fashion concepts. (20)
2. Discuss in detail the evolution of fashion in different eras in chronological order. (20)

SECTION - B

3. Discuss in detail various principles of design and how they enhance the impact of a design. Illustrate. (20)
4. What is the Design Process? Illustrate a design process with reference to fashion design. (20)

SECTION - C

5. What do you understand by first impression? Discuss the socio psychological aspects of fashion clothing. (20)

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6. What are the main components of a croqui? How it differs for an 8 head and 9 head croqui? (20)

SECTION - D

7. Discuss the importance of visual display and state the benefits of visual merchandising. (20)
8. How computer aided designing has made its impact in the area of fashion design? (20)

SECTION - E

9. Write the answers in brief:
 - (a) Define hue, value and chroma.
 - (b) What do you understand by croqui analysis? Illustrate.
 - (c) Distinguish briefly symmetrical, asymmetrical and radial balance of a design.
 - (d) Discuss in brief various stages of a fashion cycle.
 - (e) What is the role of a fashion merchandiser?
 - (f) Differentiate Haute couture, ready-to-wear, mass market.
 - (g) State the advantages of fashion shows.
 - (h) In present times pace of fashion movement is very fast. Why?
 - (i) What do you understand by trend-setters?
 - (j) What do you understand by fashion portfolio? (2×10=20)