

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)'

BSc DEGREE EXAMINATION MAY 2017  
(Fourth Semester)

Branch - COSTUME DESIGN & FASHION

FASHION MERCHANDISING      AILING

Time : Three Hours.

Maximum : 75 Marks

SECTION-A (20 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(10 x 2 = 20)

- 1 Define silhouette.
- 2 List the types of texture?
- 3 Mention any four Indian fashion designers.
- 4 What is meant by market centre?
- 5 Define trade shows. »
- 6 What is fashion centre?.
- 7 Differentiate between window display and interior display.
- 8 Mention two basic types of lighting.
- 9 Define focal points.
- 10 What is 100% traffic areas? - ^

SECTION - B (25 Marks!)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 5 = 25)

- 11 a Explain the environment of fashion.  
OR  
b What are the factors influencing movement of fashion? Explain it.
- 12 a What are the source of design inspiration? Explain it.  
OR  
b Write in detail about any two Indian designers.
- 13 a Write a note on France and Italy as Fashion centers.  
OR  
b Explain the advantages and limitations of fashion advertising.
- 14 a Write notes on display and its types. -  
OR  
b Write short notes on principles of design and its role in window display.
- 15 a Write short notes on back of the window.  
OR  
b Write note on the enclosed displays.

SECTION - C (30 Marks)

Answer any THREE Questions

ALL Questions Carry EQUAL Marks (3 x 10 = 30)

- 16 Explain the stages of fashion cycle with neat diagram.
- 17 Give an account on the role of designers.
- 18 Briefly explain about world fashion centres.
- 19 Explain about visual merchandising and its effects.
- 20 Describe about display window construction.

**Z-Z-Z**

END