

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BSc DEGREE EXAMINATION DECEMBER 2023
(Fifth Semester)

Branch – COSTUME DESIGN & FASHION

FASHION CLOTHING PSYCHOLOGY

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (5 x 1 = 5)

- 1 Every fashion has a life span, known as a _____.
(i) Repetition (ii) Trickle up
(iii) Fashion cycle (iv) Design
- 2 Trickle across theory is otherwise called as _____.
(i) Reverse adoption (ii) Mass dissemination
(iii) Traditional adoption (iv) all the above
- 3 A _____ is a man who dresses in a style that became popular in the 1950s.
(i) skin modes (ii) Teddy boy
(iii) hippies (iv) punks
- 4 _____ body shapes have a wide bust, a narrow waist, and wide hips with a similar measurement to that of the bust.
(i) Straight (ii) Inverted triangle
(iii) Hourglass (iv) Round
- 5 A large cupboard in which you can hang your clothes is ?
(i) Wardrobe (ii) season
(iii) Fashion (iv) Victim

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 3 = 15)

- 6 a Analyze the role of costume as status symbol.
OR
b Explain about fashion victim and leader.
- 7 a Narrate any two types of fashion designer.
OR
b Describe the meaning of Studio line and minimalist.
- 8 a Sketch Teddy boy and skin nodes.
OR
b Summarize on casual and formal clothing.
- 9 a Compare Hourglass and inverted triangle body type.
OR
b Infer the clothes suitable for stout figure.
- 10 a Justify the statement. "Season influence fashion".
OR
b List out the clothes suitable for leisure hour.

Cont...

SECTION -C (30 Marks)
Answer ALL questions
ALL questions carry EQUAL Marks

(5 x 6 = 30)

- 11 a Analyze the Fashion cycle with illustration.
OR
b Examine the factors influencing fashion changes.
- 12 a Identify the theories related to fashion.
OR
b Examine Historic and ethnic costumes.
- 13 a Point out the taste of 2k kids and their life style.
OR
b Elucidate ready to wear fashion.
- 14 a Highlight the factors to be considered while selecting the clothes suitable for children.
OR
b Explain the clothes suitable for person with broad shoulder.
- 15 a Infer the factors influencing wardrobe.
OR
b Justify the clothes suitable during maternity.

Z-Z-Z

END