

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
BSc DEGREE EXAMINATION DECEMBER 2024
(Fifth Semester)

Branch – COSTUME DESIGN AND FASHION
FASHION CLOTHING AND PSYCHOLOGY

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer **ALL** questions

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

- 1 At which stage of the fashion cycle are items typically sold at discounted prices?
(i) Introduction (ii) Rise
(iii) Peak (iv) Decline
- 2 What is the primary influence of historic costumes on modern fashion?
(i) Introducing advanced technology in textiles
(ii) Establishing new market strategies
(iii) Providing inspiration for contemporary design
(iv) Shaping fabric durability standards
- 3 Which youth movement in the 1960s is best known for promoting peace, love, and freedom through clothing and lifestyle?
(i) Punks (ii) Mods (iii) Teddy Boys (iv) Hippies
- 4 The goal of dressing for a pear body type is to _____.
(i) Highlight the waist
(ii) Create a balanced look between the bust and hips
(iii) Minimize the bust
(iv) Add volume to the hips
- 5 Which type of fabric is preferred for athletic wear?
(i) Velvet
(ii) Cotton
(iii) Synthetic moisture-wicking fabric
(iv) Nylon with fragrance finish

SECTION - B (15 Marks)

Answer **ALL** Questions

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

- 6 a. Examine the role of fashion evolution in shaping contemporary fashion trends.
OR
b. How do fashion leaders and innovators influence the fashion cycle?
- 7 a. Discuss the role of Milan in shaping the global fashion industry, with reference to luxury goods.
OR
b. Analyze how designers can incorporate elements of historic and ethnic costumes into their collections without cultural appropriation.

Cont...

- 8 a. Explain the concept of "Fashion for All" and how it relates to ready-to-wear clothing.
- OR
- b. Discuss the significance of unisex clothing in breaking traditional gender norms in fashion.
- 9 a. Illustrate how layering can create a more balanced silhouette for someone with an apple body type.
- OR
- b. Describe the key characteristics of the apple body type and how they influence clothing choices.
- 10 a. Discuss the key considerations for wardrobe planning for children aged 0-5 years.
- OR
- b. Explain the significance of fabric choices in maternity clothing for comfort and breathability.

SECTION -C (30 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** Marks (5 x 6 = 30)

- 11 a. Describe the stages of a fashion cycle and explain their significance.
- OR
- b. Analyze the relationship between fashion and cultural identity, focusing on traditional and contemporary examples.
- 12 a. Evaluate the relevance of the trickle-down, trickle-up, and trickle-across theories in today's fast fashion industry.
- OR
- b. Analyze how Indian fashion designers balance traditional craftsmanship with modern design in their haute couture collections.
- 13 a. Describe the role of mass marketing in the global spread of fashion trends. How does it affect consumer behaviour?
- OR
- b. Discuss the characteristics of youth fashion styles associated with the Teddy Boys, Hippies, and Punks.
- 14 a. Analyze how different clothing styles can create visual balance for individuals with various body shapes.
- OR
- b. Describe the psychological impact of colour choices in clothing for different body types and how they can influence the wearer's self-esteem.
- 15 a. Design a seasonal wardrobe collection for young professionals, emphasizing versatility and style.
- OR
- b. Identify the key features of sportswear that enhance performance during physical activities.