PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BSc DEGREE EXAMINATION MAY 2025
(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 Avante garde would select the garments at this stage of fashion cycle.
   (i)   Peak Stage   (ii) Increases popularity
   (iii) Introduction stage   (iv) Decrease popularity

2 Prediction of future trends with the observation of past fashion trend is
   (i) Haute couture   (ii) Trend
   (iii) forecasting   (iv) Bespoke

3 Inspiration from upper-class sports like polo, sailing, tennis, and horseback riding
   is termed as
   (i)   Preppy   (ii) Crunge
   (iii) Punk   (iv) Retro

4 The type of clothing which is not suitable for pear body shape
   i)   straight leg pant   (ii) Flared pant
   (iii) Skinny pant   (iv) Halter Necklines

5 Fashion season Resort/cruise would falls on _____ month
   (i)   January/February   (ii) May/June
   (iii) October/November   (iv) July/August

SECTION - B (15 Marks)
Answer ALL Questions
ALL Questions Carry EQUAL Marks   (5 x 3 = 15)

6 a Differentiate fashion leader and fashion follower.
                      OR
   b How does fashion evolution happens from ancient to modern era?

7 a. State the importance of fashion Services and resources in fashion designing.

                      OR
   b Brief short note about any two fashion designers and their achievement in
      fashion industry.

8 a. Differentiate haute couture and ready to wear fashion.
                      OR
   b. What are the different styles of modern clothing style?

9   a. Choose appropriate clothing for the pear and Apple figure type.

OR

    b. Suggest clothing may not suit to the following figure type – Hour glass, inverted triangle.

10   a.   Mention the importance of wardrobe clothing plan.

OR

    b   How do you select clothing based on different season?

SECTION -C (30 Marks)
Answer **ALL** questions
ALL questions carry **EQUAL** Marks   (5 x 6 = 30)

11 a. What are the different stages of Fashion cycle and given example.

OR

    b. Summarise the factors which influence the fashion changes in industry.

12 a. Write down the different fashion theories and its importance in fashion changes.

OR

    b   Explain the importance of forecasting and agencies involved in Fashion forecasting.

13 a   Summarise the factors may influence the ancient to modern clothing.

OR

    b   Give an account of mass marketing strategies in fashion industry.

14 a   Discuss about the fashion dressing tips for various figure type.

OR

    b   Enlist the key points about clothing types and its psychological impact.

15 a   Identify different factors would influence the selection of clothing.

OR

    b. Elucidate the steps involved in wardrobe planning.

Z-Z-Z   END