

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BSc DEGREE EXAMINATION DECEMBER 2025
(Fifth Semester)

Branch – COSTUME DESIGN AND FASHION

FASHION CLOTHING AND PSYCHOLOGY

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	A person who introduces new styles and experiments with fashion first is called a) Fashion follower b) Fashion victim c) Fashion innovator d) Costume analyst	K1	CO1
	2	Which group is most responsible for spreading new fashion trends widely? a) Fashion innovators b) Fashion leaders c) Fashion victims d) Fashion followers	K2	CO1
2	3	The Trickle-down theory of fashion adoption means a) Fashion moves from common people to elite groups b) Fashion spreads from upper classes to lower classes c) Fashion spreads through mass media only d) Fashion moves only within one class	K1	CO2
	4	A fashion designer who draws from historic and ethnic costumes for inspiration is usually called as a) Realist b) Classicist c) Influenced d) Thinking poet	K2	CO2
3	5	Punk fashion is best known for a) Bright floral prints b) Torn clothing, safety pins, leather jackets c) Loose maxi dresses d) Traditional costumes	K1	CO3
	6	Mass marketing of fashion is primarily aimed at a) Luxury buyers only b) Affluent urban elite c) Large groups of consumers d) Designers and models only	K2	CO2
4	7	The pear-shaped body is characterized by a) Broad shoulders, narrow hips b) Narrow shoulders, wider hips c) Equal shoulders and hips, slim waist d) Round and uniform body line	K1	CO2
	8	Clothes that create vertical lines are most suitable for a) Apple body type b) Hourglass body type c) Pear body type d) Inverted triangle body type	K2	CO3
5	9	Which of the following is the main factor influencing wardrobe selection? a) Only financial status b) Age, occupation, climate, and personality c) Number of clothes owned d) Fabric cost alone	K1	CO3
	10	Clothing for maternity should be a) Tight-fitting and fashionable only b) Comfortable, adjustable, and supportive c) Formal business wear d) Heavy, decorative garments	K2	CO3

Cont...

SECTION - B (35 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks (5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Discuss the stages of a fashion cycle with suitable examples.	K2	CO1
		(OR)		
	11.b.	List the psychological needs of fashion and their impact on consumer choices.		
2	12.a.	Elaborate how does market research help in predicting future fashion trends.	K3	CO2
		(OR)		
	12.b.	Demonstrate the role of Studio Line designers in Indian fashion.		
3	13.a.	Discuss the main features of Teddy Boy fashion and its influence on youth style.	K3	CO3
		(OR)		
	13.b.	Describe the features of mini, maxi, and unisex clothing with examples.		
4	14.a.	Explain the following: a) Round body type b) Straight body type.	K4	CO3
		(OR)		
	14.b.	Evaluate how choosing the right clothing style helps in enhancing body image.		
5	15.a.	Distinguish the importance of fashion and seasonal influence in wardrobe planning.	K4	CO3
		(OR)		
	15.b.	Analyze the role of age and occupation in wardrobe planning.		

SECTION -C (30 Marks)

Answer ANY THREE questions

ALL questions carry EQUAL Marks (3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Analyze the different factors influencing fashion changes.	K4	CO1
2	17	Determine the impact of trickle-down, trickle-up, and trickle-across theories on consumer behavior in fashion adoption.	K4	CO2
3	18	Explain the importance of ready-to-wear fashion in democratizing fashion and its impact on the fashion industry.	K4	CO3
4	19	Compare the different female body types and suggest the suitable clothing choices.	K4	CO1
5	20	Elaborate the detailed wardrobe plan for a working woman covering business meetings, leisure hours, parties, and maternity needs.	K4	CO3