

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BSc DEGREE EXAMINATION MAY 2026
(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	The length of a fashion cycle depends on a) Only seasonal influence b) Social acceptance and cultural factors c) Legal restrictions only d) None of the above	K1	CO1
	2	Fashion victims are a) Consumers who blindly follow trends without judgment b) Designers who fail to create unique styles c) Retailers with unsold stock d) Consumers who reject new fashions	K2	CO1
2	3	Market research in fashion forecasting mainly focuses on: a) Customer preferences and buying behavior b) Weather forecasting c) Textile machinery innovations d) Legal disputes	K1	CO1
	4	The Trickle-up theory of fashion adoption suggests that: a) Fashion originates from lower-income groups and spreads upward b) Fashion is borrowed from historic costumes c) Fashion always comes from elite society d) Fashion is transferred from one season to another	K2	CO1
3	5	Which youth culture was associated with peace, love, and anti-war movements? a) Punk b) Hippies c) Teddy Boys d) Mods	K1	CO1
	6	Ready-to-wear fashion refers to: a) Custom-tailored clothing b) Mass-produced garments in standard sizes c) Couture fashion for elites d) Handmade unique outfits	K2	CO1
4	7	The apple body type usually has: a) Broad shoulders and narrow hips b) Slim upper body with heavy hips c) Weight concentrated around the midsection d) A perfectly balanced silhouette	K1	CO1
	8	Wearing clothes that emphasize waistlines has what psychological effect? a) Creates authority b) Enhances confidence and body balance c) Symbolizes rebellion d) Reduces comfort	K2	CO1
5	9	Wardrobe planning for children mainly emphasizes: a) Expensive designs b) Comfort, safety, and easy maintenance c) Seasonal fashion trends only d) High-end brands	K1	CO1

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	10	Seasonal influence on wardrobe planning is mainly seen in: a) Colour and fabric choice b) Brand names c) Cost of laundry d) Designer popularity	K2	CO1
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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 roles of fashion leaders, innovators, followers, and victims in the spread of fashion.	K6	CO2
		(OR)		
	11.b.	Elaborate the notes on: a) Clothes as sex appeal b) Costume as a status symbol		
2	12.a.	Determine the notes on Haute Couture in Indian fashion.	K5	CO3
		(OR)		
	12.b.	Explain the major world fashion centers and their specialties.		
3	13.a.	List the details about Hippie fashion and its cultural symbolism.	K4	CO2
		(OR)		
	13.b.	Examine the differences between casual and formal clothing.		
4	14.a.	Explain the main features of the Hour glass body type and suggest suitable clothing styles.	K5	CO3
		(OR)		
	14.b.	Evaluate the difference between the inverted triangle and pear body shapes.		
5	15.a.	Discuss and suggest suitable clothing for sports and leisure hours.	K6	CO3
		(OR)		
	15.b.	Elaborate clothing guidelines should be followed for maternity wear?		

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	Discuss how fashion cycles repeat over time and the factors that determine their length and speed.	K6	CO3
2	17	Explain a detailed account of the different types of fashion designers and their influence on industry and consumers.	K5	CO3
3	18	Examine how mass marketing of fashion has influenced consumer behavior and fashion accessibility across different income groups.	K4	CO2
4	19	Analyze the psychological impact of clothing on self-perception and social interaction.	K4	CO2
5	20	Explain the role of age and occupation in wardrobe planning.	K6	CO3

Z-Z-Z END