

**PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)**

**BSc DEGREE EXAMINATION MAY 2019  
(Fourth Semester)**

Branch - **COSTUME DESIGN AND FASHION**

**FASHION MERCHANDISING AND RETAILING**

Time : Three Hours

Maximum : 75 Marks

**SECTION-A (20 Marks)**

Answer **ALL** questions

**ALL** questions carry **EQUAL** marks (10 x 2 = 20)

- 1 What is Silhouette?
- 2 Define recurring fashion.
- 3 Write a note on Birth of Fashion.
- 4 What are Market Centers?
- 5 What is Fashion Retailing?
- 6 Define Trade shows.
- 7 What is mean by window display?
- 8 Define visual merchandising.
- 9 What is mean by ledges in window display?
- 10 Define Fascia.

**SECTION - B (25 Marks!)**

Answer **ALL** Questions

**ALL** Questions Carry **EQUAL** Marks ( 5 x 5 = 25)

- 11 a Discuss about psychological needs for fashion.  
OR  
b Write a note on stages of fashion cycle.
- 12 a Write a detailed note on sources of design inspiration.  
OR  
b Discuss about the fashion leaders and followers.
- 13 a Write a note on Fashion advertising.  
OR  
b Give an account on types of retailers.
- 14 a Discuss about store front design.  
OR  
b Explain about outdoor lightings in window display.
- 15 a Write a note on display window construction in side walls.  
OR  
b What are the advantages of enclosed displays?

**SECTION - C (30 Marks)**

Answer any **THREE** Questions

**ALL** Questions Carry **EQUAL** Marks ( 3 x 10 = 30)

- 16 What are the factors that influence fashion change? Explain.
- 17 Write a detailed note on types of designers.
- 18 Explain in detail about regional fashion centers.
- 19 Discuss in detail about the types of display.
- 20 Explain in detail about the store interiors.