

**PSG COLLEGE OF ARTS & SCIENCE**  
(AUTONOMOUS)  
**BSc DEGREE EXAMINATION DECEMBER 2018**  
(Sixth Semester)

**Branch - COSTUME DESIGN & FASHION**

**CORE ELECTIVE-II FASHION & CLOTHING PSYCHOLOGY**

Time : Three Hours

Maximum : 75 Marks

**SECTION-A (20 Marks)**

Answer **ALL** questions

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

- 1 Define Fashion Trend.
- 2 What is Classic?
- 3 List out the fashion theories.
- 4 What is fashion forecasting?
- 5 Define forms.
- 6 What is merchandising?
- 7 List out any four types of fashion designers.
- 8 Mention any four Indian fashion designers.
- 9 Mention any four world fashion designers.
- 10 List out any two designers from france.

**SECTION - B (25 Marks)**

Answer **ALL** Questions

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

- 11 a Describe about the social psychology of fashion.  
OR  
b Write short note on the role of costume as sex appeal.
- 12 a Explain about fashion leaders and fashion victims.  
OR  
b Write about the length of fashion cycle.
- 13 a List out and explain the types of display.  
OR  
b Discuss about the tools and techniques used for merchandising presentation..
- 14 a Write about Rohit Khosla and Gitanjal Kashap.  
OR  
b Describe about any two village Indian designers.
- 15 a Explain about the world fashion centres France and Italy  
OR  
b Explain about the world fashion centres in America.

**SECTION - C (30 Marks!)**

Answer any **THREE** Questions

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

- 16 Discuss about the factors influencing fashion change.
- 17 Describe about the adoption of fashion in detail.
- 18 List out and explain about the elements of display.