

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

**BSc DEGREE EXAMINATION DECEMBER 2018
(Fourth Semester)**

Branch - **COSTUME DESIGN & FASHION**

FASHION MERCHANDISING & 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 are the stages on Fashion cycle?
- 2 What are recurring fashions?
- 3 Differentiate the term fashion leaders & followers.
- 4 Give brief note on market center.
- 5 Define fashion retailing.
- 6 What are the current trends in Italy fashion center?
- 7 How do you setup arcade front for kids wear showroom?
- 8 Write down the window display concepts.
- 9 What is meant by enclosed display?
- 10 Define focal points.

SECTION - B (25 Marks)

Answer **ALL** Questions

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

- 11 a Write down the movement of fashion.
OR
b Discuss about recurring fashion.
- 12 a Write down the manufactures and the retailers role in design.
OR
b Give an account on the types of designers.
- 13 a Differentiate domestic & international market.
OR
b Explain the trends of Hong Kong.
- 14 a Explain about an exterior of a store.
OR
b Discuss about display setting techniques?
- 15 a Write down display window construction.
OR
b Discuss about special windows.

SECTION - C (30 Marks!)

Answer any **THREE** Questions

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

- 16 Explain about the environment of fashion.
- 17 Discuss any one of the window designer.
- 18 Give an account of the types of retailers.
- 19 Describe the principles of design.
- 20 Write in details about special windows and store interiors.