

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BSc DEGREE EXAMINATION MAY 2017
(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

(10x2 = 20)

- 1 Define fashion cycle.
- 2 What is meant by status symbol?
- 3 Define fashion innovators.
- 4 Who is a fashion victim?
- 5 Define display.
- 6 What are the elements of display?
- 7 Name any 4 designers of village India.
- 8 Who is a fashion classicist?
- 9 Name any 4 designers from France.
- 10 Define fashion centre. , ■ •

SECTION - B (25 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5x5 = 25)

- 11 a What are the psychological needs of fashion?
OR
b Explain about cultural value of fashion cycles.
- 12 a Describe about adoption of fashion.
OR
b Write a note on fashion forecasting.
- 13 a Explain about display and its types.
OR
b Describe about fashion show.
- 14 a Write about Rohit Khosia.
OR
b Explain about any 3 studio line designers.
- 15 a Write note on designers of Italy.
OR
b Write a note on Britain and its designers.

SECTION - C (30 Marks)

Answer any THREE Questions

. ALL Questions Garry EQUAL Marks (3 x 10 = 30)

- 16 Explain about the Factors influencing fashion changes.
- 17 Give a brief note on fashion services.
- 18 Explain about merchandising presentation.
- 19 Discuss about Indian fashion designers.
- 20 Explain about the following fashion centres of i) France ii) Italy and iii) America.