

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BSc DEGREE EXAMINATION DECEMBER 2022
(Fifth Semester)

Branch – COSTUME DESIGN AND FASHION

FASHION CLOTHING PSYCHOLOGY

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(10 x 1 = 10)

- 1 _____ is directly associated with consumer income.
(i) Consumer research's (ii) fashion changes
(iii) fashion services (iv) all the above
- 2 Every fashion has a life span, known as a _____.
(i) repetition (ii) Trickle up (iii) fashion cycle (iv) Design
- 3 Trickle across theory is otherwise called as _____.
(i) Reverse adoption (ii) Traditional adoption
(iii) Mass dissemination (iv) all the above
- 4 _____ is the common presentation of a group of style.
(i) Design (ii) Designer (iii) Fashion Show (iv) Both (i) and (ii)
- 5 A man who dresses in a style that became popular in the 1950 is
(i) teddy boy (ii) skin modes (iii) hippies (iv) punk
- 6 "Ready-to-wear" is also known as _____ in French.
(i) prêt-à-porter (ii) Haute Couter (iii) Minimalist (iv) studio line
- 7 The body shape characterized by hip and bust measurements nearly equal in size, with a narrower waist measurement is
(i) hourglass (ii) pear (iii) apple (iv) round
- 8 Clothing will allow _____ so that body moisture can evaporate easily.
(i) absorption (ii) ventilation (iii) Both A and B (iv) None
- 9 A wardrobe is also known as _____ an from the French.
(i) casual (ii) armoire (iii) formal (iv) studio line
- 10 Slacks and sports shirt are comfortable to wear for
(i) business meetings (ii) parties
(iii) leisure time (iv) wedding

Cont...

SECTION - B (35 Marks)

Answer **ALL** Questions

ALL Questions Carry **EQUAL** Marks

(5 x 7 = 35)

- 11 a Explain the term fashion innovator, fashion leader, fashion victim and fashion follower.

OR

- b Outline the role of costume as a status symbol.

- 12 a Narrate the Steps in fashion forecasting.

OR

- b Summarize on Adoption of fashion.

- 13 a Sketch about Teddy boy and skin modes.

OR

- b Differentiate casual and formal clothing.

- 14 a Describe about hourglass and inverted triangle.

OR

- b Bring out the clothes for adults.

- 15 a Analyze the factors influencing wardrobe selection.

OR

- b Bring out the selection of clothes for maternity.

SECTION - C (30 Marks)

Answer any **THREE** Questions

ALL Questions Carry **EQUAL** Marks

(3 x 10 = 30)

- 16 Elucidate the factors influencing fashion change.

- 17 Enumerate on any two type of fashion designers.

- 18 Highlight about ready to wear fashion and mass marketing to fashion.

- 19 Trace the types of clothes according to human figure.

- 20 Infer the clothes suitable for business meetings and leisure hours.

Z-Z-Z

END