

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
BSc DEGREE EXAMINATION DECEMBER 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 Define texture.
- 2 What are principles of Fashion design?
- 3 What are types of designer?
- 4 Define Fashion Sources.
- 5 Is market week the same as fashion week? Explain.
- 6 How do you define the retail environment?
- 7 Explain the goals of visual merchandising.
- 8 Give the importance of visual display.
- 9 What is the purpose of display in visual merchandising?
- 10 What are the various elements of display?

SECTION - B (25 Marks)

Answer **ALL** Questions

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

- 11 a Write short notes on Principles of Fashion Design.
OR
b What social, political and economic factors influence fashion?
- 12 a Give outline about the designer's role in fashion industry.
OR
b Describe about the source of design inspiration.
- 13 a Discuss about fashion advertising.
OR
b Write the development of regional fashion centre.
- 14 a Discuss about the store exterior.
OR
b What are the different types of setting known to you in window display?
- 15 a Illustrate about the elements of Visual display.
OR
b Write in detail about special windows display.

SECTION - C (30 Marks)

Answer any **THREE** Questions

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

- 16 Give outline about stages of Fashion cycles and explain.
- 17 Illustrate about the fashion leaders and followers.
- 18 Explain in detail about trade show.
- 19 Explain about the types of display.
- 20 Discuss window display construction in detail.