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Exam.Code:8014
Sub. Code: 40104

2056

B. Voc. (Fashion Technology and Apparel Design) FYUP
Second Semester
BFT-201: Concept of Fashion and Apparel Design-I

Time allowed: 3 Hours

Max. Marks: 40

NOTE: Attempt five questions in all, including Question No. 1 which is compulsory and selecting one question from each Unit.

x-x-x

1. Write short notes on the following:-

- a) Length fashion cycle
- b) Fashion forecasting
- c) Mass adoption theory
- d) Contribution of Coco Chanel in fashion

(4x2)

UNIT - I

- 2. Define fashion cycle and explain the various stages of a broken fashion cycle in relation to its acceptance by people? (8)
- 3. Discuss the various sources of inspiration for fashion designing with special reference to production of apparel line for a fashion show? (8)

UNIT - II

- 4. Explain the procedure for predicting fashion trends with examples. (8)
- 5. Discuss the contribution of Trendstop and Doneger group consulting agency in fashion prediction. (8)

UNIT - III

- 6. What are the various theories of fashion adoption? Which theory is considered most appropriate in today's fashion world? (8)
- 7. Explain the various social and psychological factors which affect the fashion. (8)

UNIT - IV

- 8. How age, season, occasion and occupation affect the design application and preferences of clothing? Explain with examples. (8)
- 9. Discuss the various career opportunities in fashion industry. (8)

x-x-x