

2082

Advanced Diploma Course (Add-on)
Fashion Designing
Paper –A: Fashion Designing and Merchandising

Time allowed: 3 Hours

Max. Marks: 50

NOTE: Attempt five questions in all, including Question No. IX (Unit-V) which is compulsory and selecting one question each from Unit I - IV.

x-x-x

UNIT - I

- I. What are the various Theories of Fashion Adoption? Explain In detail? (10)
- II. Discuss the importance of Fashion forecasting? What does a designer do to make a collection on the basis of Fashion Forecast? (10)

UNIT - II

- III. What factors influence the choice of design application for a wardrobe? Elaborate? (10)
- IV. What are the design Styles of a) Ritu Beri and b) Coco Chanel? Elaborate the profiles of these designers and collections made by them? (10)

UNIT - III

- V. What is the Job Profile of a merchandiser? What are the traits a merchandiser should have? (10)
- VI. How does a manufacturer do product planning? Why is it important? (10)

UNIT - IV

- VII. Elaborate the various Sales Promotion Techniques? (10)
- VIII. Discuss the value of sourcing and profile of a customer for a manufacturer? (10)

UNIT - V

IX. Fill in the blanks:-

- a) A design can be inspired from _____ and _____
- b) _____ and _____ are 2 renowned Indian Designers.
- c) _____ and _____ are two types of retailing.
- d) VM stands for _____.
- e) _____ department is engaged in determining where from its fabric will be obtained. (5x2)

x-x-x