



K.R. MANGALAM UNIVERSITY
THE COMPLETE WORLD OF EDUCATION

Rollno.....

End Semester Examination, December 2024
B.Des Fashion Design – 1st Semester
OVERVIEW OF FASHION (ADFD113)

Time: 2.5 hrs.

Max Marks: **50**

Note: *All Questions are compulsory. Marks are indicated against each question.*

PART-A

Q.1 *Attempt any 5 questions from the following:*

- (a) Define **Haute Couture** and explain how it differs from **Prêt-a-Porter** in terms of production and target market. [CO-1] [L-2] **2**
- (b) List and explain three types of **fashion accessories** and their roles in enhancing an outfit. [CO-1] [L-2] **2**
- (c) What is a **technical pack** in the fashion industry, and why is it crucial for garment production? [CO-1] [L-2] **2**
- (d) Explain the importance of Tech Pack in the fashion industry. What purpose do they serve in garment production? [CO-1] [L-2] **2**
- (e) Identify and describe the concept of a **fashion victim**. How does consumer behavior influence this phenomenon? [CO-1] [L-2] **2**
- (f) Explain the **role of a merchandiser** in a garment manufacturing unit. How do they impact the supply chain? [CO-1] [L-2] **2**
- (g) Differentiate between **trickle-down** and **trickle-up** theories of fashion adoption. Provide one example of each. [CO-1] [L-2] **2**

PART-B

Q.2 Analyze the structure of the global fashion industry. How do the major fashion capitals like Paris, Milan, Tokyo, New York, London, and Indian cities impact the global economy? Discuss the leading designers and brands associated with each. [CO-2] [L-4] **10**

OR

Discuss the purpose and process of fashion forecasting. What are the primary factors influencing fashion trends, and how do forecasting services assist designers and brands in staying relevant? [CO-2] [L-4] **10**

Q.3 Evaluate the importance of technical drawing in fashion design. Discuss the process of creating a technical drawing and how it is used in preparing a technical pack, including garment flats and spec sheets. [CO-3] [L-3] **10**

OR

Compare and contrast the organization structure of a buying agency and a manufacturing unit. Explain the workflow of a garment manufacturing unit, outlining the roles and responsibilities of different departments. [CO-3] [L-4] **10**

Q.4 Discuss the theories of fashion adoption—trickle-down, trickle-up, and trickle-across. Explain each theory in detail with examples from current or historical fashion trends. [CO-4] [L-5] **10**

OR

Examine the impact of trade fairs and fashion shows on fashion promotion and communication. How do these events help in showcasing new collections and influencing consumer behavior? [CO- 4] [L-4] **10**

Q.5 Explain the factors that favor or retard the adoption of fashion trends. How do these factors affect the acceptance of men's, women's, and children's fashion in terms of style, size, and price? [CO-5] [L-3] **10**

OR

Case Study Analysis:

A fashion brand is aiming to expand its reach by establishing a supply chain network and increasing its retail presence in various markets.

Question:

Design a strategy that includes the role of apparel merchandisers and supply chain management to support this expansion. Discuss tools and strategies that could streamline the process and enhance efficiency in the brand's operations. [CO- 5] [L-5] **10**