

## MANIPAL UNIVERSITY

FIRST SEMESTER B. DES. (FD) DEGREE EXAMINATION – FEBRUARY 2016

SUBJECT: BFD 101 - OVERVIEW OF FASHION INDUSTRY  
(2015 SCHEME)

Monday, February 15, 2016

Time: 10:00 – 13:00 Hrs.

Max. Marks: 50

✍ Answer any FIVE complete questions.

- 1A. Name the person credited with the development of the foot treadle.
- 1B. Name two Fashion Icons.
- 1C. The Flying Shuttle was developed by \_\_\_\_\_ in \_\_\_\_\_.
- 1D. \_\_\_\_\_ was the first designer to make high-fashion pants for women.
- 1E. \_\_\_\_\_ was the designer to first interpret ethnic and other street looks into fashion.
- 1F. Write a short note on the 'Ethnic Look'.

(1+2+2+1+1+3 = 10 marks)

- 2A. Describe MOD look. Name two designers associated with the same.

(4+2 = 6 marks)

- 2B. Define any TWO of the following:

- i) Classics
- ii) Fads
- iii) Cycles within Cycles

(4 marks)

- 3. Describe in detail how women's fashion changed with respect to the socio-economic changes which took place during World War-I.

(10 marks)

- 4. Write short notes on the following:

- 4A. Production of fur
- 4B. Traditional fashion adoption
- 4C. Any three clothing categories of men's wear
- 4D. Multifiber trade agreement

(2+2+3+3 = 10 marks)

- 5A. Write a Short note on the theory of Mass Dissemination with an example.
- 5B. Name the different streams in Fashion Industry. Describe each in Brief.

(5+5 = 10 marks)

- 6A. Write short notes on classification of Women's apparel based on style ranges.
- 6B. Write the steps in manufacturing the leather goods.

(5+5 = 10 marks)

