

Reg. No.

## MANIPAL UNIVERSITY

FIRST SEMESTER B. DES. (FD) DEGREE EXAMINATION – NOVEMBER 2015

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

Monday, November 16, 2015

Time: 10:00 – 13:00 Hrs.

Max. Marks: 50

 Answer any FIVE complete questions.

- 1A. Name the street in London renowned for Men's bespoke Clothing.
- 1B. When was the famous Flapper look created and by whom.
- 1C. \_\_\_\_\_ is considered the father of the Couture.
- 1D. \_\_\_\_\_ was imported from Italy, France, India and China to Early America.
- 1E. The Bloomer style of pants was introduced by \_\_\_\_\_ in \_\_\_\_\_
- 1F. Describe the term Anti-Fashion.

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

- 2A. Write short notes on any **TWO** of the following:
  - i) Elsa Schiaparelli
  - ii) James Mainbocher
  - iii) Christobal Balenciaga
- 2B. With the help of a sketch, describe the New Look.

(4+6 = 10 marks)

- 3A. Write a short note on the origin and growth of Couture.
- 3B. Describe in brief the evolution of the business suit.

(5+5 = 10 marks)

- 4. Write short notes on the following:
  - 4A. Protectionism and free trade
  - 4B. Companies associated with leather manufacturing units
  - 4C. Classics and fads
  - 4D. Follow-the-leader process
  - 4E. WTO

(2 marks × 5 = 10 marks)

- 5. Define Fashion Cycle with a detailed Diagram. With the help of an example elaborate all the stages involved.

(10 marks)

- 6. What are the different theories of Fashion Adoption? Explain in brief.

(10 marks)

