Reg. No. [ ][ ][ ][ ][ ][ ][ ][ ][ ][ ][ ]

MANIPAL UNIVERSITY

FIRST SEMESTER B. DES. (FD) DEGREE EXAMINATION – NOVEMBER 2017

SUBJECT: BFD 101 - OVERVIEW OF FASHION INDUSTRY

Tuesday, November 07, 2017

Time: 14:00 – 17:00 Hrs.   Max. Marks: 50

✍   **Answer any FIVE complete questions from the following.**

1.   **Define the following:**

1A.   Fashion

1B.   Bridge clothing

1C.   Denims

1D.   Activewear

1E.   Mail order catalog

(2 marks × 5 = 10 marks)

2.   **Answer the following:**

2A.   What is protectionism?

2B.   Describe the size ranges in womenswear.

2C.   What are trims? List some examples.

2D.   Explain the term 'fashion cycle'.

2E.   Describe the subculture Hippies of the '70s.

(2 marks × 5 = 10 marks)

3.   **Write short notes on:**

3A.   Trickle across theory and its relevance in present day.

3B.   Types of clothing in womenswear category.

3C.   Define retailing. Explain department stores, specialty stores and chain stores.

(10 marks)

4.   **Name the designer/ fashion icon behind the following fashion items:**

4A.   Mini dress

4B.   Wrap over dress

4C.   New Look

4D.   Jackie O' Look

4E.   Lacoste T shirt

(2 marks × 5 = 10 marks)

5. **Answer the following:**

5A. Explain the impact of Industrial Revolution on the clothing industry.

5B. What is globalization? List the advantages it brought to the apparel industry.

(5 marks × 2 = 10 marks)

6. **Answer the following:**

6A. Explain the prominence of Paris as a fashion capital from the 1800s to present day.

6B. Name three trendsetting designers post World War 1 and their contribution to women's fashion.

(5 marks × 2 = 10 marks)