

MANIPAL ACADEMY OF HIGHER EDUCATION**FIRST SEMESTER B. DES. (FD) DEGREE EXAMINATION – JAN/FEB 2019****SUBJECT: BFD 101 - OVERVIEW OF FASHION INDUSTRY
(2015 SCHEME)**

Tuesday, January 29, 2019

Time: 10:00 – 13:00 Hrs.

Max. Marks: 50

✍ Answer any FIVE complete questions from the following.

1. Fill in the blanks:

- 1A. _____ was the designer behind the Garcon Look.
- 1B. _____ and _____ are the designers for the brand D & G.
- 1C. _____ and _____ are two fashion centers in Italy.
- 1D. Interfacing is used in a shirt _____ and _____.
- 1E. _____ and _____ are two designers who emerged after World War I.

(2 marks × 5 = 10 marks)

2. Answer the following:

- 2A. Name the factors to be considered when styling childrenswear.
- 2B. What is the difference between classic and fad?
- 2C. What is the trickle across theory?
- 2D. What are elastics? How are they used?
- 2E. Name the factors that affect the consumer's choice for clothing.

(2 marks × 5 = 10 marks)

3. Write short notes on:

- 3A. Free Trade
- 3B. Reverse Adoption
- 3C. Bespoke clothing
- 3D. Preppies
- 3E. Bridge

(2 marks × 5 = 10 marks)

4. Name two for each of the below:

- 4A. French couture designers
- 4B. Accessory brands that diversified into apparel
- 4C. Exporters of leather
- 4D. Consumer groups
- 4E. Indian retail brands

(2 marks × 5 = 10 marks)

5. **Answer the following:**

5A. What is a subculture? Explain with two examples.

5B. Explain the three main classifications of fibers with examples. List the end use of woven fabrics.

(5 marks \times 2 = 10 marks)

6. **Answer the following:**

6A. Which are the three kind of sellers in the textile industry? Explain the role of each.

6B. Why is it called the 'Value Oriented 90s'? Explain the effect of Information technology during this time.

(5 marks \times 2 = 10 marks)

