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# MANIPAL ACADEMY OF HIGHER EDUCATION

FIRST SEMESTER B. DES. (FD) DEGREE EXAMINATION – NOVEMBER 2019

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

Tuesday, November 26, 2019

Time: 10:00 – 1:00 Hrs.

Max. Marks: 50

✂ Answer any FIVE questions. Answer all parts of a question.

1. Fill in the blanks:

- 1A. \_\_\_\_\_ was the designer behind the Twiggy Look.
- 1B. \_\_\_\_\_ is known as the father of couture.
- 1C. \_\_\_\_\_ and \_\_\_\_\_ are two fashion centers in Canada.
- 1D. Interfacing is placed between \_\_\_\_\_ and \_\_\_\_\_
- 1E. \_\_\_\_\_ and \_\_\_\_\_ are two types of zippers.

(2 marks × 5 = 10 marks)

2. Define the following:

- 2A. Free Trade
- 2B. Reverse Adoption
- 2C. Bespoke clothing
- 2D. Preppies
- 2E. Bridge

(2 marks × 5 = 10 marks)

3. Write short notes on:

- 3A. Spreading and laying
- 3B. Tanning
- 3C. Pret a porter
- 3D. Fashion victim
- 3E. Classic fashion and Fad

(2 marks × 5 = 10 marks)

- 4A. What is a subculture? Explain with two examples.
- 4B. Describe the three channels through which selling takes place in the textile industry.
- 4C. What caused the global trade battle? Describe the two groups that rose due to this.

(3+3+4 = 10 marks)

5A. What is globalization? Describe briefly its after effects.

5B. Describe the effects of communication and leisure activities on fashion during the early 1900s.

(5+5 = 10 marks)

6A. Explain the process from prototype to finished product in the apparel industry.

6B. Explain briefly fashion cycle with diagram.

(5+5 = 10 marks)

