

**STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI – 600 086
B.V.A. DEGREE**

**BRANCH X – VISUAL ARTS
(For candidates admitted during the academic year 2015 – 2016 and thereafter)**

END SEMESTER EXAMINATION – NOVEMBER 2019

Subject Code: 15FA/UI/FC23

**COURSE: INDEPENDENT ELECTIVE
PAPER: FASHION CONCEPTS, MANUFACTURE AND RETAIL
TIME: 3 HOURS MAX MARKS: 100**

SECTION A

Answer any **FOUR** of the following questions (4 x 10 = 40 marks)

1. Briefly discuss the work of any one influential fashion designer of your choice.
2. Why is market research important for fashion designers?
3. Outline the factors to be considered in costing a garment.
4. Write a brief note on garment assembly.
5. Discuss footwear as a major fashion accessory.
6. Outline fashion retail strategies for the twenty-first century.

SECTION B

Answer any **THREE** of the following questions (3 x 20 = 60 marks)

7. Explain the phases and lengths of fashion cycles.
8. What is the relevance of demography and psychography in understanding consumer groups?
9. Write about any one international fashion centre of your choice.
10. Discuss the various types of store-based and non-store retail.