

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)

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. What were the effects of the industrial revolution on fashion?
2. Explain how psychographic trends can be used to study consumer groups.
3. What are the various phases of a fashion cycle?
4. Differentiate between *couture* and *prêt-à-porter*.
5. How are garments prepared for despatch?
6. Write a brief note on non-store retailing.

SECTION B

ANSWER ANY THREE OF THE FOLLOWING QUESTIONS (3 x 20 = 60 marks)

7. Explain the motives for consumer buying.
8. Write about any one international fashion centre of your choice.
9. Explain the costing of a garment.
10. Give an overview of fashion accessories.