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School of Architecture and Design

Bachelor of Science in Fashion Design

Mid Term Examination - Nov 2023

Duration : 90 Minutes

Max Marks : 50

Sem III - B1UB302T - Fashion StudiesGeneral Instructions*Answer to the specific question asked**Draw neat, labelled diagrams wherever necessary**Approved data hand books are allowed subject to verification by the Invigilator*

- 1) Write the name of any 5 magazines. K2 (2)
- 2) What is Trends? Explain with suitable examples. K1 (3)
- 3) What is Fashion Movements? Give suitable examples. K2 (4)
- 4) Explain in detail Vouge and Cosmopolitan magazines. K2 (6)
- 5) Explain Ideal types of consumer adopters with examples. K3 (6)
- 6) Expalin the stages of fashion cycle. K3 (9)
- 7) Explain Fashion Cycle Length with suitable examples. K4 (8)
- 8) Explain Fashion Cycle in detail with suitable examples. K4 (12)

OR

Explain the international developments of the United states. K4 (12)