

(6 pages)

Reg. No. :

Code No. : 30556 E **Sub. Code : EMCF 61/
EMFT 61/EMFD 61**

B.Sc. (CBCS) DEGREE EXAMINATION,
APRIL 2026

Sixth Semester

Costume Design & Fashion/Fashion Technology /
Fashion Design and Apparel Making – Major

THE BUSINESS OF FASHION

(For those who joined in July 2023 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Which city is known as a major world fashion centre for haute couture?
- (a) Tokyo (b) Paris
(c) Dubai (d) Singapore

2. Designers who adapt their work according to social changes are known as _____
- (a) Classicists
(b) Realists
(c) Idealists
(d) Influenced designers
3. Which Indian designer is known for bridal couture and film costumes?
- (a) Rohit Bal (b) Manish Malhotra
(c) Wendell Rodricks (d) JJ Valaya
4. Who introduced the “New Look” in fashion after World War II?
- (a) Christian Dior
(b) Karl Lagerfeld
(c) Valentino
(d) Pierre Cardin
5. Personal selling involves _____
- (a) Direct communication with customers
(b) Advertising through media
(c) Online marketing
(d) Product design

6. Fashion seasons generally include _____
- (a) Summer and winter only
 - (b) Spring
 - (c) Festival season
 - (d) Holiday season
7. Department stores fall under which retail category?
- (a) Non-store retailing
 - (b) Specialty stores
 - (c) Store-based retailing
 - (d) Factory outlets
8. Which pricing method considers production cost and profit margin?
- (a) Psychological pricing
 - (b) Cost-based pricing
 - (c) Discount pricing
 - (d) Competitive pricing
9. Which of the following is NOT one of the 4R's of sustainability?
- (a) Reduce
 - (b) Recycle
 - (c) Replace
 - (d) Reuse

Page 3 Code No. : 30556 E

10. Slow fashion encourages _____.
- (a) Quick production
 - (b) Long-lasting clothing
 - (c) Seasonal trends
 - (d) Disposable garments

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) Apply the concept of fashion change factors to modern youth fashion.
- Or
- (b) Describe the importance of world fashion centers in influencing global fashion trends.
12. (a) Evaluate the role of Manish Malhotra in the Indian fashion industry.

Or

- (b) Compare the design philosophy of Giorgio Armani and Valentino.

Page 4 Code No. : 30556 E
[P.T.O.]

13. (a) Explain the process of new product development in the fashion industry.

Or

(b) Discuss the importance of fashion promotion in the fashion business.

14. (a) Analyze the functions of fashion retail stores.

Or

(b) Discuss the factors influencing pricing of apparel products.

15. (a) Evaluate the role of the 4R's in sustainability.

Or

(b) Discuss the concept of eco-fashion

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 600 words.

16. (a) Apply the concepts of accelerating and decelerating factors with suitable examples from the fashion industry.

Or

(b) Explain any two different types of fashion designers and their design approaches.

Page 5 Code No. : 30556 E

17. (a) Evaluate the design innovations introduced by Christian Dior and Pierre Cardin.

Or

(b) Critically examine the contributions of Tarun Tahiliani, RohitBal and JJ Valaya to Indian fashion.

18. (a) Explain the different methods of fashion advertising and publicity.

Or

(b) Describe the types of fashion shows and their role in fashion promotion.

19. (a) Analyze different pricing strategies for apparel products.

Or

(b) Examine the growth and development of e-retailing in fashion.

20. (a) Evaluate the environmental concerns related to the fashion industry.

Or

(b) Critically examine the concept of linear and circular fashion.

Page 6 Code No. : 30556 E