

**PT-2/HALF YEARLY EXAMINATION, 2022-23**  
**FASHION TECHNOLOGY**

Time - 7:15 AM to 10:20 AM

Class - XI

M.M. : 60

Date – 07.09.2022 (Wednesday)

Name of the student \_\_\_\_\_ Section \_\_\_\_\_

**General Instructions:**

- i. The question paper consists of 29 questions.
- ii. This paper is divided into 4 sections. Separate instructions given with each section, wherever necessary.
- iii. Internal choice is given for question 27.
- iv. Support your answer with diagrams and examples wherever necessary.
- v. Read the questions very carefully.

**SECTION – A**

**Multiple Choice Questions.**

**(1x5=5)**

- Q1. Whose design philosophy is, “I’ve never been about fashion and trends. I believe in design that has lasting integrity.”?
- a) Gaurav Gupta      b) Donna Karan      c) Issey Miyake      d) None of these
- Q2. I design different forms of visuals for communication. Who am I?
- a) Fashion educationist    b) Fashion writer      c) Graphic designer    d) Interior designer
- Q3. On the 150<sup>th</sup> birth anniversary of Rabindranath Tagore, which designer used his handwriting as a reference for the stylized print?
- a) Namrata Joshipura      b) Suket Dhir      c) Alpana Neeraj      d) Joy Mitra
- Q4. The Brundtland Report, popularized the term ‘Sustainable development’ in which year?
- a) 1998      b) 1988      c) 1987      d) None of these
- Q5. The pink loop bow symbolizes which cancer?
- a) Rectal      b) Anal      c) Breast      d) All of these

**Fill in the blanks.**

- Q6. Trickle across theory is also referred to as \_\_\_\_\_. **(1)**
- Q7. \_\_\_\_\_ jeans worn during the Gold Rush in \_\_\_\_\_ in the \_\_\_\_\_ century. **(3)**
- Q8. The consumers are broadly categorized into \_\_\_\_\_ and \_\_\_\_\_. **(2)**
- Q.9 A \_\_\_\_\_ label is one where the name of the designer and the label is the same. **(1)**
- Q10. Marketing experts try to understand the target consumers through analysis of \_\_\_\_\_ and \_\_\_\_\_. **(2)**
- Q11. \_\_\_\_\_ are those born after World War II. **(1)**

**Write full forms of the following abbreviations.**

**(1x5=5)**

Q12. CAUS

Q13. CMG

Q14. BoF

Q15. RTW

Q16. IPR

**SECTION - B**

**Very short answer questions.**

**(5x2=10)**

Q17. Define Cohort.

Q18. What comprises a supply chain?

Q19. What is another term for fashion influential? Name the groups they are classified into.

Q20. Differentiate between domestic and international trade.

Q21. What is fashion according to the Webster International Encyclopedia?

**SECTION - C**

**Short answer questions.**

**(5x3=15)**

Q22. Elaborate on the trickle across theory.

Q23. Any fashion which starts as high fashion is characterized by which three qualities?

Q24. What originates as street fashion and how?

Q25. What is fashion to a psychologist?

Q26. Fashion is like a pendulum that swings from one end to another. Elaborate.

**SECTION - D**

**Long answer questions.**

**(3x5=15)**

Q27. What is Fashion forecasting? What are the 5 qualities required by a trend forecaster?

**OR**

What are 3 main fashion cycles? Explain all the sequential phases in a bell-shaped curve.

Q28. What do you mean by 'Haute couture'? Why are they highly priced? Support your answer with examples.

Q29. Compare classics, fads and standard trend cycles with examples and diagrams.

