**NAME: AFIA MASOOD**

**STUDENT ID: 16428**

**INSTRUCTOR: MA'AM FAIZA**

**COURSE: FASHION CONCEPT**

**MOULD: 2ND SEMESTER**

**FINAL EXAM ASSIGNMENT**

**Fill in the blanks:**

a)Applied

b) Fashion draping

c) Pricing

d)Flaw’s

e)Croquis

f)Geographic

g)Infants

h) Dart

i)Marketers

j) Designer Wear

**Choose the best answer:**

1. Mannequin
2. 1960’s
3. Old people
4. Summer
5. Haute couture

**True and false:**

1. True

b) False

c)False

d) True

e) False

f) True

g) False

h) False

i) False

j) True

**Q1. Difference between draping and flat pattern with examples?**

**Ans. Draping:**

Draping for fashion is the process of positioning and pinning fabric on a dress form to develop the structure of a garment design. The draping pattern design is the art of warpping a fabric around a desired form and fastening it into a particular shape.

**Example:**

* Stolas
* Loincloth
* Cloaks
* Longyis
* Shawls

**Flat Pattern:**

Flat pattern making involves shapping a piece of fabric according to the curves of a human figure. The function of pattern making lie between production and design.

**Example:**

* Necklines
* Sleeves

**Q2. Explain type of qualifications for career of fashion design?**

**Ans.** To start a career as a Fashion Designer, two types of qualifications are required, that is natural and accquired.

**Natural:**

This skill set would comprise of a decent aesthetic sense, color expertise, good taste and sense of trends and fashion.

* An eye for details, knowledge of fabrics and so no is a big plus for those serious about a career as a Fashion Designer.

**Acquired:**

Skills would be a qualification from a decent, reorganized fashion Institute.

* You can enroll for either a full time course or a part time certificates course.
* Now the courses are not available for graduate’s or people with higher qualification.
* There are servral short-term certificate course that are offered by the same fashion institute for super specialization, on part-time basis.
* These courses equip you with technical and creative thinking skills.

**Q3. What is meant by four P's of marketing?**

**Ans. Four P's Of Marketing:**

All four are essential to the success of a marketing plan for either a product or a service.

P's stand's for.

* Promotion
* Product
* Price
* Place

A mix of four is necessary to sell a product

**Product:**

The term “ **Product”** refers tangible product physical products as well a services. Here are some examples of the product decision’s to be made.

* Brand’s name
* Packing
* Quality
* Styling
* Warranty
* Accessories and services

**Promotion:**

* Do you research
* Who are you selling to?
* What is the most likely to buy your product
* Known your audience
* Advertising and sales are traditional ways to promote a product
* Focus is key in order to hit your target

**Price:**

Some example of pricing decisions to be made include.

* The price point encourage or discourage customer
* Where does your product's fall within the market
* How elastic your product price
* What is competition like?
* What is the trend in demand to your product

**Place:**

Decision distribution is about getting the products to the customer. Some examples of distribution decision include.

* Distribution channel
* Market coverage
* Order processing
* Distribution center
* Warehousing
* Transportation
* Specific channel number.