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SEMESTER: SECOND

SUBJECT: FASHION CONCEPTS

FINAL EXAM

Fill in the blanks

- a. applied
- b. fashion draping
- c. pricing
- d. flaws
- e. croquis
- f. geographic
- g. infants
- h. darts
- i. fashion marketers
- j. designer wear

True and false

- a. true
- b. false
- c. false
- d. true
- e. false
- f. true
- h. false
- i. false
- j. true

Choose the correct answer

- a. mannequin
- b. 1960
- c. old people
- d. summer
- e. haute couture

QUESTION A

Define the difference between draping and flat pattern with examples.

Answer:

Draping	Flat Pattern
<p>Fashion Draping is the process of positioning and pinning fabric on a mannequin to design a dress garment design.</p> <p>Tools used for Draping:</p> <p>Dress form with sizes and can be chosen according to the requirement.</p> <p>Draped-cloth Scissors Arm hole curve Graduated-square Pins Marking-chalk Pencils Sharpeners Notches French-curves Foot-ruler Dark colored twill tape Measuring tape.</p> <p>-Draping provides the three dimensional design of a dress</p> <p>Examples:</p> <p>Saris Sarogans or lungis Pareons Chitons & Togas</p>	<p>Pattern making is an art. It is the art of manipulating and shaping a flat piece of fabric to conform to one or more curves of the human figure. Pattern making is a bridge function between design and production.</p> <p>Tools required:</p> <p>Having the right tools for making a pattern is a super important place to start. Most tools are not expensive and are easy to get.</p> <p>Large scale paper Clear Gridded Ruler Flexible Design Rule Hip/Arm Curve (Styling Design Ruler) Pencil and a good Eraser Large pins Cork panels Flexible Measuring Tape Basic sewing book Tracing Wheel Tailor's chalk</p> <p>-This process results in the two dimensional design of a dress.</p> <p>Examles:</p> <p>Shoulder seam and lines below the hip (straight lines) Arm holes, necklines, hip curves (curved lines).</p>

QUESTION. B

Explain types of qualifications required for career of fashion designer.

Answer:

Educational Requirements For Career Of Fashion Designer:

Typically, fashion designers have an associate's or bachelor's degree in art, design, fashion merchandising, or even fashion design, which many universities offer as a major or concentration.

Example:

Fashion design degree
Fashion buying and merchandizing degree
Fashion communications and fashion promotion degree
Fashion styling degree
Fashion management degree

There are several short-term certificate courses that are offered by the same fashion institutes for super specialization, on part-time basis.

These courses equip you with technical and creative thinking skills.

Diplomas of following kinds also helps your career as fashion designer

Diploma in fashion designing
Diploma in fashion communication
Diploma in apparel merchandising
Advanced diploma in fashion designing.

Question. C

What is meant by 4 Ps of marketing?

Answer:

Four Ps Of Marketing:

Marketing is about delivering the right message about the right product, at the right price, at the right place, at the right time, and to the right person.

The four Ps of marketing are the key factors that are involved in the marketing of a good or service.

They are the product, price, place, and promotion of a good or service

Product:

The first P is product. This stands for the offering or value proposition. It is what a company is selling.

Price:

Price is fairly self-explanatory. It is the amount the end user is expected to pay. But at what price to sell in order to maximize sales is tricky. The price of a product directly affects how well and how many sell.

Pricing of the product is something different from its price. In simple words, pricing is the art of translating into quantitative terms the value of a product to customers at a point of time. Someone has opined that, "The key to pricing is to build value into the product and price it accordingly"

Promotion:

It is type of marketing communication used to inform or persuade target audiences of the relative merits of a product, service, brand or issue. It is one of the basic elements of the marketing.

Why Is Promotion Important for a Business? Marketing your brand or product will include different aspects of manufacturing, promoting and selling products to the customers. Promotion is a key element in putting across the benefits of your product or service to the customers

Place:

Place has to do with how the product is delivered to customers. Supply Chain Management and Distribution are key elements of Place or placement.

Place decisions detail where products are sold and how they are delivered to the market.