

Ujjain



**ARKA JAIN**  
**University**  
Jharkhand



**END SEM EXAMINATION**  
School of Humanities

<b>Program</b>	<b>Bachelor of Arts (Fashion Design Hons.)</b>	
<b>Subject Name</b>	<b>Brand And Fashion Management</b>	<b>Semester V</b>
	<b>Year</b>	<b>Nov/Dec 2024</b>
<b>Time: 2 Hour Max. Marks : 50</b>	<ul style="list-style-type: none"> <li>Start writing from 2nd page onwards; don't Write on the 1st Page Backside</li> <li>Answer all Questions of Section A (Compulsory)</li> <li>Answer Any One out of Two of Section B</li> <li>Possession of <u>Mobile Phones</u> or any kind of <u>Written Material, Arguments with the Invigilator or Discussing with Co-Student</u> will come under <u>Unfair Means</u> and will <u>Result in the Cancellation of the Papers.</u></li> </ul>	

<b>Section A (Each question Carry 02 Marks from Q1-i to x) – 20 Marks</b>		
<b>Q.N</b>	<b>QUESTIONS</b>	<b>COs</b>
1		<b>Marks</b>
i	Mention any two types of Samples used in the fashion industry	2
ii	Write a short note on - Any 1 Indian Fashion Brand	2
iii	Mention the names of the 4 Fashion Capitals of the world.	2
iv	Explain Brand and Branding	2
v	Define Pret-e-porte and Haute Couture	2
vi	Define fashion marketing	2
vii	Mention any 2 Fashion Seasons	2
viii	Mention and explain 2 roles of a merchandiser	2
ix	How does the consumer buying behaviour depend upon the Cultural Factor? Explain in your own words.	2
x	What do you understand by Haute Couture? Explain in 1-2 sentences.	2

**Section B (Answer any Two out of Four) - 30 Marks**  
**Each question Carry 15 Marks**  
**(Practical + Explanation)**

Q. No.	QUESTIONS	Marks	Cos
2	Write about any Indian Fashion Designer of your choice – Brief introduction, their work and contribution to fashion industry, awards and recognitions (if any), your words of inspiration from the designer.	15	CO1
3	Explain Avante Garde Fashion in your own words. Mention any 2 Avante Garde designers.	15	CO3
4	How does the following impact the consumer buying behaviour – cultural social and personal factors	15	CO2
5	Explain the following with respect to Visual Merchandising – Planogram, POS, Signage, Colour blocking and Focal Point	15	CO2

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<b>Program</b>	<b>Bachelor of Arts (Fashion Design Hons.)</b>	
<b>Subject Name</b>	<b>Craft Appreciation</b>	<b>Semester Year</b> V Nov/Dec 2024
Time: 2 Hour Max. Marks : 50	<ul style="list-style-type: none"> <li>Start writing from 2nd page onwards; don't Write on the 1st Page Backside</li> <li>Answer all Questions of Section A (Compulsory)</li> <li>Answer Any One out of Two of Section B</li> <li>Possession of Mobile Phones or any kind of Written Material, Arguments with the Invigilator or Discussing with Co-Student will come under <u>Unfair Means</u> and will Result in the <u>Cancellation of the Papers.</u></li> </ul>	

Q. N1	QUESTIONS	Marks	COs
i	Indus Valley Civilization is also referred as: a) Urban Civilization b) Harappan Civilization c) Bronze-Age Civilization d) Vedic Civilization	2	CO4
ii	Articrafts found in Indus Valley Civilization: a) Jewellery b) Terracotta c) Seals d) All of the above	2	CO3
iii	Which of the following were found in Mohen - jodro a) Statue of Dancing Girl b) Statue of Bearded Man c) Terracotta Mother Goddess Sculpture d) All of the above	2	CO3
iv	The Ashok Stambha belongs to which dynasty a) Mauryan Dynasty b) Shunga Dynasty c) Gupta Dynasty d) Mughal Dynasty	2	CO1
v	Didarganj Yakshi, one of the finest examples of ancient Indian stone statue was found in which of the following place? a) Vaishali b) Meerut c) Patna d) Indore	2	CO2

vi	Which of the following is the correct definition of the 'Motif'? a) It refers to creative activity, such as painting, music, literature, and dance. b) It refers to a design or figure that consists of recurring shapes or colours, as in architecture or decoration. c) It is visual art form such as painting or sculpture, producing works to be appreciated primarily for their beauty or emotional power. d) None of the above	2	CO5
vii	Why the ties of the tie-dyed fabric are kept tied till purchased by a consumer? a) In order to differentiate between a bandhani textile and a printed imitation b) In order it too look pleasing to customer c) In order to save storage space. d) In order it to look compact	2	CO4
viii	The Indian National Emblem is also known as a) Ashok Chakra b) Tricolor c) Banyan Tree d) Lion Capital	2	CO4
ix	_____ are forms of art that are created by using your hands. a) Hand works b) Designs c) Handicrafts d) D. Drawings	2	CO2
x	Paitkar Art is famous folk art which is belongs to a) Punjab b) Himachal Pradesh c) Jharkhand d) Jammu & Kashmir	2	CO3
<b>Section B (Answer any ONE out of Two) – 30 Marks</b> <b>(Each question Carry 15+15 Marks)</b> <b>(Practical + Explanation)</b>			
Q. No.	QUESTIONS	Marks	COs
2	Give 2 examples of Indian crafts pertaining to Mauryan period	15+15	CO3
3	What is the traditional way of making Lucknawi Chikankari garments?	15+15	CO1