



THE OPEN UNIVERSITY OF SRI LANKA
BACHELOR OF INDUSTRIAL STUDIES
FINAL EXAMINATION – 2012/ 2013
TTI4245 PROCESS OF FASHION DESIGN
DURATION - THREE HOURS

Date: 15th August 2013

TIME: 0930 – 1230 Hrs

Total Number of Questions= 07 Number of Questions to be answered = 05

Answer question 01, which is compulsory and additional four (04) questions:

Question 01 carries twenty (20) marks and question 02 to 07 carry twenty (20) marks each.

Compulsory Question

- a. Name four (04) **sources of inspiration** that influence fashion design. (04 marks)
- b. “Egyptian clothing style gave a unique cultural look in history”. State three (03) style features showing the **Egyptian influence** on fashion. (03 marks)
- c. Identity four (04) **demographic information** of a potential customer, in order to conduct a market research. (04 marks)
- d. State three (03) important features in **sports wear** clothing category. (03 marks)
- e. State three (03) types of analysis conducted in **performance analysis** of fashion markets. (03 marks)
- f. Name three (03) important aspects of **fashion week** held in the fashion industry (03 marks)

(Total = 20 marks)

Answer any four (04) questions out of the following six (06) questions

02. a) Explain three (03) main steps involved in the **process of fashion designing**. (12 marks)
- b) There are many reasons for making a sample prototype garment in fashion product development process. Briefly explain four (04) important features of a **sample prototype garment**, which are not expected in the actual garment. (08 marks)
03. a) State three (03) benefits of doing a **market research** for the fashion industry. (06 marks)
- b) Briefly explain the **process of market research**. (08 marks)
- c) "Fashion marketing is the application of a range of techniques and a business philosophy. There are internal and external factors that affect the organization directly and indirectly". Discuss three (03) main **internal factors** that directly affect the fashion organization. (06 marks)
- 04 a) Briefly discuss the term "**Fashionable**" in your point of view. (04 marks)
- b) Explain six (06) important factors of **fashion forecasting**. (12 marks)
- c) Briefly explain two (02) important features of **colour forecasting** that contribute to increase of sales in fashion. (04 marks)
05. a) Briefly discuss clothing as an aspect of human physical appearance improvement. (06 marks)
- b) Briefly explain three (03) important factors included in a **marketing plan**. (06 marks)
- c) Explain four (04) important features required to manage the **cost of a garment**. (08 marks)

06. a) Compare and contrast the important features of **fashion figure illustration** and the **actual human figure drawing**. (10 marks)
- b) Discuss three (03) important aspects in fabric handling quality, in relation to fashion design. (06 marks)
- c) Considering the designing purposes, different clothing categories are used in fashion. Briefly explain **Bridge Clothing Category** in the fashion market. (04 marks)
07. Write short notes on any four (04) of the following,
- a. Technical Drawing
 - b. Market Segmentation
 - c. Gothic Fashion
 - d. Range Planning
 - e. Dry Cleaning Process

(4 x 05 = 20marks)