



**Mid Semester Test -I**  
**Spring 2023-24 (April 2024)**

**Name of Program-PhD**  
**Course - Design**  
**Course Code - AD22P104**

**Max. Duration: 1.5 hrs**

**Max. Marks: 30**

**SECTION - A**

**1. Objective Type Questions (ALL QUESTIONS ARE COMPULSORY) (5X1 = 05)**

- a) ----- is smooth, heavy and shin, long honoured bridal fibre.  
i. Satin. ii. Chantilly.  
iii. Tulle. iv. Crepe
- b) The hem falls right above the ankles.  
i. Mini ii. Floor.  
iii. Ballerina. iv. Street.
- c) ----- is the thicker fabric ribbing in the weave.  
i. Taffeta. ii. Tulle.  
iii. Laces. iv. Velvet.
- d) A sheer soft knit fabric, most often 100% cotton as an informal fabric at weddings.  
i. Moiré. ii. Organdie.  
iii. Jersey. iv. Organza
- e) ----- hugs tight against the body with hook, snap or laced back securing.  
i. Midriff. ii. Empire.  
iii. Surplice. iv. Corset.

**SECTION - B**

**2. Short Answer Type Questions (Attempt any THREE) (3X5 =15)**

- a) What do you think about work ethics and what kind of ethics you believe in following while working with fashion?
- b) What do you consider the important facets of the fashion industry?
- c) How would you relate past and present fashion trends?
- d) What do you know about the brand?
- e) How can we better our social media presence and marketing

## SECTION - C

3. Long Answer Type Questions (Attempt **any ONE**)

**(1X10 =10)**

- a) Sustainable fashion: How ethical and environmentally conscious design practices affect fashion?
- b) Gender fluidity: How does gender fluidity challenge traditional binary clothing norms?