

**Army Institute of Fashion and Design
Bangalore**

**CAT EXAMINATION
15th May 2005**

Reg. No.
Name:

Time : 1 hr

Total marks: 25

1. Attend any one of the following:

1x20=20 marks

- a) Consumer attitudes are divided. On the one hand the whole world is at our fingertips and the Internet allow access to vast amounts of information at the speed of a mouse click. Nowadays we have much better understanding and awareness of global issues. On the other hand, consumers want to keep in touch with 'planet earth', with an adverse reaction to cyberspace, media overload and political hype; they are looking back to a slower pace of life, of past generations and are reviving interest in country pursuits, such as walking, yoga, riding and picnicking

Bear this in mind, and design a collage for Autumn/Winter 06/07. Also give an appropriate caption to your theme.

Note: Use cutouts from the magazines provided

OR

- b) For retailers to be successful, they must first entice customers to enter their stores.

Even before stepping through the door, customers receive their first impression regarding the retailer's character and image.

Father's day is an important time for selling men's clothing and fashion accessories as gifts

Bear this in mind and develop a complete strategy for the product including the product brief, customer profile, pricing, branding, packaging, and window display.

PTO

1x5= 5 marks

Use a tick mark on the right answers.

2. The Warrior shawls come from:
a) Nagaland b) Kashmir c) Rajasthan
3. The famous art of embroidery from Punjab known as
a) Kasuti b) Phulkari c) Chikankari
4. Turquoise in the color box represents the color:
a) Blue b) Silver c) Green d) Brown
5. The full form of famous designer YSL :
a) Yon Sey Laura b) Yves Saint Laurent c) York Susan Len
6. The Flower that signifies as one of the national emblems of Wales:
a) Carnation b) Daffodil c) Poppy d) Daisy