



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



[22-11-2025]  
**END SEM EXAMINATION**  
School of Humanities

Program	Bachelor of Arts-Fashion Design (Hons.)	
Subject Name	Craft Appreciation	Session
Semester	V	Year
		Odd, 2025-26
		Nov, 2025
Time: 2 Hour	Start writing from 2nd page onwards; <u>don't Write on the 1st Page</u>	
Max. Marks : 50	<u>Backside</u>	
	<ul style="list-style-type: none"> <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 <u>Result</u> in the <u>Cancellation of the Papers.</u></li> </ul>	

Section A (Each question Carry 02 Marks from Q1-i to x) – 20 Marks		
Q. N1	QUESTIONS	Marks
i	Which of the following seals from the Indus Valley is associated with an early-form of Shiva? a) Unicorn Seal b) Bull Seal c) Pashupati Seal d) Mother Goddess Seal	2
ii	The Lion Capital of Ashoka at Sarnath, which later became India's national emblem, is carved out of which material? a) Sandstone b) Granite c) Marble d) Basalt	2
iii	The Daboo technique is primarily associated with which type of craft? a) Pottery b) Handloom weaving c) Hand block printing d) Embroidery	2
iv	Appliqué work is a traditional textile art that involves a) Dyeing fabric with natural colors b) Embroidering directly on the cloth c) Stitching fabric patches onto a base fabric	2
		COs
		CO4
		CO3
		CO3
		CO1

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

Q. No.	QUESTIONS	Marks	COs
2	Explain the process of creating Bandhani designs with nice illustration of Bandhani Fabric	15+15	CO3
3	Explain the craftsmanship and artistic features of the Lion Capital. Also create the line drawing of the lion capital	15+15	CO1

v	d) Printing designs with wooden blocks Which two natural colors are most dominant in traditional Bagh printing? a) Red and Black b) Blue and Green c) Yellow and Saffron d) White and Gold	2	CO2
vi	The characteristic patterns of Bandhani are created by: a) Weaving techniques b) Hand embroidery c) Knotting small portions of fabric and dyeing d) Printing with carved blocks	2	CO5
vii	Which Indian Ikat style is world-famous for its double Ikat weaving, where both warp and weft are tie-dyed? a) Pochampally Ikat b) Patola of Gujarat c) Sambalpuri Ikat d) Banarasi Ikat	2	CO4
viii	Paitkar painting is also popularly known as: a) Scroll Painting b) Cloth Painting c) Palm Leaf Painting d) Miniature Painting	2	CO4
ix	Sohrai painting is a traditional tribal art form practiced mainly in which Indian state? a) Chhattisgarh b) Jharkhand c) Odisha d) Bihar	2	CO2
x	What is the primary characteristic of Kantha embroidery a) Intricate mirror work b) Simple running stitches creating motifs on old cloth c) Block printing with natural dyes d) Tie and dye patterns	2	CO3



Program	Bachelor of Arts-Fashion Design (Hons.)		
Subject Name	Brand and Fashion Management	Session	Odd, 2025-26
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**Section A (Each question Carry 02 Marks from Q1-i to x) - 20 Marks**

Q. N	QUESTIONS	Marks	COs
1			
i	Explain Brand in your words. Cite examples if necessary	2	CO4
ii	Write about concept of "Little Black Dress"	2	CO3
iii	Explain Fashion Merchandising in your own words.	2	CO3
iv	What is a tagline, give an example of the same.	2	CO1
v	Mention the different Fashion Seasons	2	CO2
vi	Explain FAD, TREND and CLASSIC. Cite examples if required	2	CO5
vii	What is Birkin? Which brand does it belong to? Whom is it inspired by?	2	CO4
viii	What was the significance of the toga in Ancient Roman society, and who was permitted to wear it?	2	CO4
ix	Name any two common garments worn by Roman women and describe their purpose.	2	CO2
x	Write any 2 roles of a Fashion Merchandiser	2	CO3

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

Q. No.	QUESTIONS	Marks	COs
2	<p>Discuss the P's of marketing and their significance in fashion marketing. How does the customer buying behaviour depend upon the various factors – social and social factors?</p> <p>Describe various types of fashion retail outlets, including department stores and specialty stores. Explain Visual Merchandising and the elements in Visual Merchandising</p> <p>- Point of Sale, Colour Blocking, Window Display, Brand Story and Signage</p>	15+15	CO3
3	<p>Describe in detail the evolution, characteristics, and significance of costumes in ancient Greek and Roman civilizations.</p> <p>Include references to garment types, fabrics, draping styles, accessories, and their social or cultural meanings.</p> <p>Discuss the major costume features of the Byzantine and Asiatic periods.</p> <p>Highlight the influences of religion, trade, and art on costume development, materials used, and distinctive decorative techniques.</p>	15+15	CO1



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