

**B.Sc. FASHION MERCHANDIZING AND
RETAIL MANAGEMENT (BSCFMRM)**

Term - End Examination

December, 2012

BFW-002 : ELEMENTS OF FASHION

Time : 3 hours

Maximum Marks : 70

Note : Attempt any seven questions.

1. State the importance of Avant Garde, Haute couture and Pret and Porter. List down three relevant examples of a designer in each case respectively. 10
2. Distinguish short term forecasting and long term forecasting. Write a short note on the activities conducted during fashion forecasting. 10
3. Explain how the factors like economic conditions, cultural and religious customs and technological advancements accelerate the movement of fashion. 10
4. Define balance and explain the types of balance found in various design forms. Support your answer with relevant examples and diagrams. 10

5. Discuss briefly the application of the elements of design while conceptualizing any idea. Name them and discuss any three. 10
 6. How does a fashion trend evolve and move in the society ? Explain with reference to the three theories of fashion adoption. 10
 7. Fashions go through a fine stages of life cycle. Name and explain each stage with suitable examples. 10
 8. Describe the distinguishing features and characteristics of any two fashion centres across the world and chief contributions by their prominent designers. 10
 9. What is meant by color harmony ? How can it be achieved by effective use of colour schemes ? Elaborate with the help of any two colour schemes. 10
 10. List and briefly explain the inter relationships among the four components of fashion namely, style, taste, change and acceptance. Give examples for each. 10
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