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**M.Sc. (VISUAL MERCHANDISING AND
COMMUNICATION DESIGN) (MSCVMCD)**

Term-End Examination

December, 2012

MFW-075 : FASHION AND STYLING

Time : 3 hours

Maximum Marks : 70

Note : Attempt any seven questions. All questions carry equal marks.

1. What are the primary duties and responsibilities of a 'fashion stylist'? Support your answer with suitable examples too. 10
2. Why do you think that 'Fashion Presentation' is different from 'styling'? Support your answer with suitable examples. 10
3. 'Merchandise display should be in the same line of thought as the window dressing'. Critically analyse the statement with suitable examples. 10
4. Explain the importance of 'Visualization of style image'. 10

5. What do you understand by the word 'manipulation' in styling? Why according to you it is an important tool in styling? 10
 6. Explain the importance of 'props' in a store. Discuss it with examples related to kids store. 10
 7. Describe the importance of 'Themes' in styling of clothes. Give suitable examples to support your answer. 10
 8. Discuss the importance of 'Accentuation' in styling. 10
 9. 'In creating the visual atmosphere, color is a vital facet'. Explain reasons behind it with suitable examples. 10
 10. Explain the term 'stylization'. Support your answer with suitable example. 10
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