

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

Term - End Examination

December, 2013

BFW-002 : ELEMENTS OF FASHION

Time : 3 hours

Maximum Marks : 70

Note : Attempt any seven questions.

All questions carry equal marks.

1. Give examples of each of the following : Style, fad, classic, design and trend. Explain the differences and relationship between these terms. **10**
2. Describe the factors which must be considered by fashion professionals in predicting coming trends and styles. **10**
3. Comment on the following statement : "Fashion - A follow the leader process". Support your answer with relevant examples from the fashion industry. **10**
4. Explain in brief the Fashion research and development. Emphasize on the stages of color and textile research for better design outputs. **10**
5. What is an "Haute Couture" house ? How does it differ from a Ready to wear market ? Name any two couture designers. **10**

6. Explain the fashion life cycle for a Jeans or a pair of Bell bottom pants. Depict the life cycle graph for a basic fashion product. 10
 7. Differentiate between Warm colours and cool colours. How does colour affect the personality of a person ? 10
 8. What are the different ways in which patterns can be created ? Show them diagrammatically. 10
 9. Compare and contrast American and French fashion trends. Name any two prominent designers from each fashion centre. 10
 10. With the help of relevant diagrams explain the concept of 'EMPHASIS' and 'BALANCE' in a design. 10
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