

**M.Sc. FASHION MERCHANDIZING AND  
RETAIL MANAGEMENT (MSCFMRM)**

**Term-End Examination**

**December, 2013**

**MFW-003 : ELEMENTS OF FASHION**

*Time : 3 Hours*

*Maximum Marks : 70*

*Note : Attempt any seven questions.*

*All questions carry equal marks.*

1. State the various reasons that accelerate the movement of fashion. Describe them in detail. 10
2. Discuss the types and concept of Fashion weeks. Explain its importance. 10
3. Explain the following with suitable examples.  $5 \times 2 = 10$ 
  - (a) Trickle Down theory
  - (b) Trickle Up theory
4. "Indian films affect the fashion industry and the Indian consumer in a very strong manner". Comment on the statement. 10
5. Differentiate between Analogous and Monochromatic color scheme. Depict them on a color wheel. 10
6. "Fashion is an evolution, not a revolution". Comment. 10

7. Discuss the design philosophy and its key contributions. Explain any two French designs with examples. 10
  8. What is meant by "Balance in Design"? Explain in detail with the help of relevant diagrams. 10
  9. Examine the role of a designer in the process of designing a garment collection. 10
  10. Differentiate tints and shades. How does color affect the choice of a product? State its cultural symbolism. 10
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