

**M.A. APPAREL PRODUCTION MANAGEMENT  
(MAAPM)**

**Term-End Examination**

**December, 2012**

**MFM-004 : BUSINESS OF FASHION**

*Time : 3 hours*

*Maximum Marks : 100*

*Note : Attempt all the questions. Internal choices are given.*

1. Mark *True / False* (✓ / X) : 1x5=5
  - (a) Peter Pan is a type of collar.
  - (b) Yellow, Red and Green are Primary colours.
  - (c) "New Look" was created by Dior.
  - (d) Fad is type of cycle which has very long life span and never get obsolete.
  - (e) "Knock off" means Discount or Sale.
  
2. What are different Elements of Fashion. Explain 'colour theories' with examples. 12+8=20
  
3. What is Fashion Cycle ? What are different types of Fashion Cycles ? 15

4. How did the growth of middle class affect fashion in nineteenth century ? 15

**OR**

How did the change in women's status influence fashion in the twentieth century ? 15

5. What is market segmentation ? How market can be divided ? 15

6. Write short notes (**Any five**) : 5x6=30

- (a) Fashion.
  - (b) Haute Couture Vs Pret a Porter.
  - (c) Coco Chanel.
  - (d) 'Contrast' as Principle of Fashion.
  - (e) Different figure types in human body.
  - (f) Departmental store Vs Speciality store.
  - (g) Theories of Fashion.
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