

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

**Term-End Examination**

00156

**December, 2014**

**BFW-002 : ELEMENTS OF FASHION**

*Time : 3 hours*

*Maximum Marks : 70*

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**Note : Question 1 is compulsory. Attempt any five questions from the rest.**

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1. What do you understand by 5×4=20
  - (a) Couture
  - (b) Trend
  - (c) Classic
  - (d) RTW
  - (e) Patterns
  
2. Briefly explain the various services and resources used by fashion designers and retailers to analyze fashion trends. 10
  
3. Describe any *two* Principles of Design from the following : 2×5=10
  - (a) Emphasis
  - (b) Harmony
  - (c) Proportion
  - (d) Rhythm

4. Name any two colours of a “WARM” colour scheme and explain their significance. Illustrate warm colours on a colour wheel. 10
  5. Explain the design process with reference to the fashion industry. 10
  6. Classify women’s wear for a RTW retail store. Illustrate your answer. 10
  7. What are the elements of design ? Explain any two with examples. 10
  8. “All fashions end in excess.” Comment on the statement. 10
  9. Differentiate : 10
    - (a) Monochromatic and Achromatic Colour Scheme
    - (b) Analogous and Complementary Colour Scheme
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