

**BACHELOR OF ARTS
(FASHION DESIGN)
(BAFD)**

Term-End Examination

December, 2014

**BFD-003 : UNDERSTANDING FASHION
INDUSTRY**

Time : 3 hours

Maximum Marks : 100

(Weightage : 60%)

Note : *Attempt all questions. Internal choice indicated.*

1. Explain the following terms **any six.** **6x5=30**
 - (a) Haute couture
 - (b) Pret - a porter/- ready to wear
 - (c) Street fashion
 - (d) Innovation
 - (e) Fads
 - (f) Trends
 - (g) Classic look

2. What is fashion ? Explain. **10**

3. What is a fashion cycle ? Explain with a diagram and terminologies. **10**

4. What are the theories of fashion ? Explain with diagrams. **20**

5. Explain the factors influencing the fashion movements today. **10**

6. Describe briefly **any ten** of the following. **10x2=20**
- (a) Tunic style
 - (b) Shawl collar
 - (c) Peasant top
 - (d) Pinafore
 - (e) Sheaths
 - (f) Double breasted
 - (g) Gored skirt
 - (h) Leg - of - mutton sleeve
 - (i) Cowl neck
 - (j) Cardigan jacket
 - (k) Convertible collar
 - (l) Boat neck/Bateau neck
 - (m) Off the shoulder neck
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