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BFW-002

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

Term-End Examination

December, 2015

BFW-002 : ELEMENTS OF FASHION

Time : 3 hours

Maximum Marks : 70

*Note : Attempt any **five** questions from the following. All questions carry equal marks.*

1. Explain the following four components of fashion : 14
 - (a) Style
 - (b) Change
 - (c) Time
 - (d) Acceptance

2. Define the following : $4 \times 3 \frac{1}{2} = 14$
 - (a) Avant Garde
 - (b) Haute Couture
 - (c) Prêt-à-porter
 - (d) Knock-off

3. "All fashions end in excess." Comment on the statement with suitable examples. 14

4. Enumerate and explain the elements of design. 14

5. Explain rhythm in a design. What are the different ways in which rhythm can be created ? 14
 6. Explain the concepts of fashion leaders, fashion followers and laggards with the help of at least one fashion life cycle. 14
 7. Explain in detail any two factors affecting fashion trends. 14
 8. Discuss the process of fashion forecasting. 14
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