

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

Term-End Examination

December, 2015

MFW-003 : ELEMENTS OF FASHION

Time : 3 hours

Maximum Marks : 70

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

1. Describe the design development process as followed in the fashion industry. 14
2. Describe in detail the Indian fashion scenario with key contributions by prominent Indian designers. 14
3. "Fashion is an evolution, not a revolution."
Comment. 14
4. Describe the various factors required to make a successful design collection. How significant is prior market research to this ? 14
5. "Fashion Forecast : A myth or a reality ?" Discuss with suitable examples. 14

6. Explain any two elements of design with the help of suitable examples. 14
 7. Discuss Emphasis and its relevance in design. 14
 8. Examine the role of a designer in the process of designing a womenswear collection. 14
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