

**M.Sc. VISUAL MERCHANDISING AND
COMMUNICATION DESIGN (MSCVMCD)**

Term-End Examination

00311

December, 2015

MFW-075 : FASHION AND STYLING

Time : 3 hours

Maximum Marks : 70

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

1. Who are fashion leaders ? What impact do they have on the growth of fashion in an economy ? 10
2. Identify different types of necklines with the help of sketches. 10
3. State the factors which speed up the Fashion Cycle Movement. 10
4. "Fashion is forever, but trends will be new." Justify the statement with suitable examples. 10
5. Describe the steps involved in fashion forecasting process. Explain them in detail. 10

6. Explain the fashion life cycle with the help of appropriate examples. 10
 7. How does "mood setting" in stylization process play an important role ? Explain with examples. 10
 8. "Thematic approach normally gets lots of people in the store." Critically analyse the above statement with examples. 10
 9. What are the basic responsibilities and duties of a fashion stylist in a retail store ? 10
 10. "Dressing up of a mannequin is very crucial in capturing the customer's attention." Critically analyse the above statement with suitable examples. 10
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