

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

Term-End Examination

December, 2016

00213

BFW-002 : ELEMENTS OF FASHION

Time : 3 hours

Maximum Marks : 70

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

1. Distinguish between short-term forecasting and long-term forecasting. Describe the activities conducted during fashion forecasting. 10
2. Define balance and explain the types of balance found in various design forms. Support your answer with relevant examples and diagrams. 10
3. How does a fashion trend evolve and move in the society ? Explain with reference to the three theories of fashion adoption. 10
4. Describe the distinguishing features and characteristics of any two fashion centres across the world and the chief contribution by their prominent designers. 10

5. List and briefly explain the inter-relationships among the four components of fashion, namely, style, taste, change and acceptance. Give suitable examples for each. 10
 6. Explain in brief the fashion research and development. Emphasize on the stages of colour and textile research for better design outputs. 10
 7. What is a "Haute Couture" house ? How does it differ from a Ready-to-wear market ? Name any two couture designers. 10
 8. Differentiate between warm colours and cool colours. How does colour affect the personality of a person ? 10
 9. Compare and contrast American and French fashion trends. Name any two prominent designers from each fashion centre. 10
 10. Explain the design process with reference to the fashion industry. 10
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