

00465

**BACHELOR OF ARTS  
(FASHION DESIGN)**

**Term-End Examination  
June, 2012**

**BFD-003 : UNDERSTANDING FASHION  
INDUSTRY**

*Time : 3 hours*

*Maximum Marks : 100*

*(Weightage : 60%)*

---

*Note : Attempt all questions.*

---

1. Explain the following terms : 5x4=20
  - (a) Design
  - (b) Style
  - (c) Taste
  - (d) Classics
  - (e) Fads
  
2. Explain *any two* in detail : 20x2=40
  - (a) Life cycle of a shirt
  - (b) Concepts / theories of fashion.
  - (c) Factors which affect the movement of fashion.

3. Name any three fashion designers catering to the ready to wear market. What is the difference between Haute couture and Pret - a - porter ? 20
4. Define the following terms : 2x10=20
- (a) A - line gown
  - (b) Bateau Neck/boat Neck
  - (c) Bias cut
  - (d) Raglan Sleeve
  - (e) Mermaid
  - (f) Off - shoulder neck
  - (g) Tank top
  - (h) Tunic Style
  - (i) Placket
  - (j) Empire waist
-