

00560  
M.Sc. (VISUAL MERCHANDISING AND  
COMMUNICATION DESIGN) (MSCVMCD)

Term-End Examination

June, 2013

MFW-075 : FASHION AND STYLING

Time : 3 hours

Maximum Marks : 70

Note : All questions carries *equal* marks.

Attempt *any seven* questions.

1. How do 'mood setting' in stylization process play an important role ? Explain with examples. 10
2. "Make - Up plays a vital role in stylization of mannequin". Comment and support your answer with suitable examples. 10
3. "Thematic approach normally gets lots of people in the store". Critically analyse the above statement with examples. 10
4. Discuss the significance of 'Image ' in styling. 10

5. What are the basic responsibilities and duties of a fashion stylist in a retail store ? 10
6. Explain the importance of 'Atmospherics' in visual display. 10
7. Compare and contrast fashion presentation from styling. 10
8. Dressing up of a mannequin is very crucial in capturing the customer's attention". Critically analyse the above statement with suitable examples. 10
9. "Footfall of a retail store can increase with good fashion presentation". Elaborate it with examples. 10
10. Discuss the importance of color and props in creating visual display of a retail store. 10

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