

**BACHELOR OF ARTS
(FASHION DESIGN) (BAFD)**

Term-End Examination

June, 2013

**BFD-003 : UNDERSTANDING FASHION
INDUSTRY**

Time : 3 hours

Maximum Marks : 100

(Weightage : 60%)

Note : Attempt all questions.

1. What is fashion ? Explain the meaning of design, style, taste, classics and fads. 20

2. Describe in detail **any two** of the following : 20x2=40
 - (a) Factors influencing fashion movement
 - (b) Fashion cycle
 - (c) Theories of fashion

3. Explain **any five** terms : 5x4=20
 - (a) Group acceptance
 - (b) Anti fashion
 - (c) Technological advances in fashion
 - (d) Seasonal change
 - (e) Haute couture
 - (f) Pret-a-porter
 - (g) Street fashion

4. Describe the following terms :

5x4=20

- (a) Empire bodice
 - (b) Cowl neck
 - (c) Cap sleeve
 - (d) Bolero jacket
 - (e) Bell-bottoms
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