

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

**Term-End Examination**

00414

June, 2014

**BFW-002 : ELEMENTS OF FASHION**

*Time : 3 hours*

*Maximum Marks : 70*

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**Note :** Attempt any *seven* questions from the following.

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1. "Fashion moves in a cyclic manner." Explain. 10
2. Briefly describe any *two* elements of design from the following : 2×5=10
  - (a) Line
  - (b) Pattern
  - (c) Silhouette
  - (d) Texture
3. Name any two colours of a "cool colour scheme" and explain their significance from the point of colour psychology. Differentiate between cool colours and warm colours. 10
4. Name any two fashion centres across the world and explain why they are famous. Give at least two names of their respective designers also. 10
5. Name and explain the four components of Fashion. 10

6. Illustrate and explain the fashion cycle for any **one** of the following :
- (a) Jeans
  - (b) Bell-bottom trousers
7. Classify consumers into categories according to their adaptation to fashion at certain stages. Explain. 10
8. Write short notes on the following : 2×5=10
- (a) Rhythm
  - (b) Balance
9. Differentiate among the following : 2×5=10
- (a) Knock-off and Fake
  - (b) Avant Garde and Prêt-à-porter
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