

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

00494 **Term-End Examination**
June, 2014

MFW-075 : FASHION AND STYLING

Time : 3 hours

Maximum Marks : 70

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

1. Write short notes on any **two** of the following : $5 \times 2 = 10$
 - (a) Avant Garde
 - (b) Style
 - (c) Classics
2. "Fashion and lifestyle go hand in hand." Do you agree with this statement ? Justify. 10
3. Who are fashion leaders ? What impact do they have on the growth of fashion in an economy ? 10
4. What are the tools used for gathering the information for fashion forecasting ? 10

5. Identify different types of necklines with the help of sketches. 10
 6. Discuss in detail on the length of fashion life cycles. 10
 7. State the factors which speed up the Fashion Cycle Movement. 10
 8. Classify the trousers on the basis of cut and style. 10
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