

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

Term-End Examination

June, 2017

00260

MFW-075 : FASHION AND STYLING

Time : 3 hours

Maximum Marks : 70

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

1. What are the primary duties and responsibilities of a 'fashion stylist' ? Support your answer with suitable examples. 10
2. "Merchandise display should be in the same line of thought as the window dressing." Critically analyse the statement with suitable examples. 10
3. Describe the importance of 'Themes' in styling of clothes. Give suitable examples to support your answer. 10
4. "In creating the visual atmosphere, colour is a vital facet." Discuss the reasons behind it with suitable examples. 10

5. How does “mood setting” in the stylization process play an important role in fashion and styling ? Explain with examples. *10*

 6. “Thematic approach normally gets lots of people in the store.” Critically analyse the statement with examples. *10*

 7. What are the tools used for gathering information for fashion forecasting ? *10*

 8. Discuss the basic responsibilities and duties of a fashion stylist in a retail store. *10*

 9. “Footfall of a retail store can increase with good fashion presentation.” Elaborate with examples. *10*
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