

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

**Term-End Examination**

**June, 2015**

00189

**BFW-002 : ELEMENTS OF FASHION**

*Time : 3 hours*

*Maximum Marks : 70*

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**Note :** *Attempt any five questions from the following. All questions carry equal marks.*

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1. How would you define fashion culture ? Explain it from psychological and social perspectives. 14
2. Discuss the process of product development in the fashion industry. 14
3. Explain the various types of fashion silhouettes with proper diagrams. 14
4. Describe the steps in a typical fashion cycle. Illustrate it with a diagram and an example. 14
5. (a) Explain the three dimensions of colour. 7  
(b) Describe any two colour schemes with suitable examples. 7
6. Name four fashion capitals and describe their characteristics with names of two designers from each capital. 14

7. List down the principles of design and explain any four of them with relevant examples. 14
  8. Explain the various theories of fashion change. 14
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