

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

Term-End Examination

00327

June, 2015

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 : 10
 - (a) Haute couture
 - (b) Prêt-à-porter
 - (c) Trickle-down theory

2. "Fashion presentation and fashion styling are synonymous." Do you agree with the statement ? Justify your answer. 10

3. "To create the visual atmosphere the most important thing that a retailer should consider is colour." Explain with suitable examples. 10

4. Who are fashion leaders ? What impact do they have on the growth in the economy of fashion industry ? 10
 5. State the factors which according to you, slow down the fashion cycle movement. 10
 6. Identify the various steps involved in the fashion forecasting process. 10
 7. Classify skirts on the basis of cut and style. 10
 8. Discuss the length/duration of fashion life cycle with the help of suitable examples. 10
 9. Explain what is the significance of make-up in styling of a mannequin. 10
 10. "Merchandise display should be in line of thought as the window dressing." Do you agree with the statement ? Justify your answer with suitable examples. 10
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