

**BACHELOR OF ARTS
(FASHION DESIGN)**

Term-End Examination

December, 2010

00971

**BFD-003 : UNDERSTANDING FASHION
INDUSTRY**

Time : 3 hours

Maximum Marks : 100

(Weightage : 60%)

Note : Attempt all questions.

1. Define the terms : 2x10=20
- (a) Ball gown.
 - (b) Bateau neckline.
 - (c) Bell bottoms.
 - (d) Camisole.
 - (e) Capri pants.
 - (f) Dolman sleeves.
 - (g) Empire lines.
 - (h) Gored skirt.
 - (i) Kimono
 - (j) Mandarin collar.

2. Explain in detail *any two* : 40
- (a) Women today are redefining fashion.
 - (b) Customer demands affects fashion.
 - (c) Clothing is a means of communication.
3. Explain the terms : 20
- (a) Long run fashion.
 - (b) Style.
 - (c) Fashion.
 - (d) Trend.
 - (e) Fad.
4. Explain *any two* factors affecting fashion : 20
- (a) Economy.
 - (b) Technology.
 - (c) Customs.
 - (d) Art.
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