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

Term - End Examination

December, 2011

BFW-002 : ELEMENTS OF FASHION

Time : 3 hours

Maximum Marks : 70

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

1. (a) Explain "Patterns" as an element of design. 5+5
How are they created ?
(b) What do you mean by silhouettes ? Explain
any three with diagrams.
2. (a) What are the three dimensions of colour ? 5+5
Explain them.
(b) Define staple colours and fashion colours.
Give examples.
3. Write short notes on *any two* from the 5+5
following :
 - (a) Fashion weeks
 - (b) Factors affecting fashion adoption.
 - (c) Fashion Trends.

4. (a) In short, describe the theories of fashion change. 5+5
(b) What do you mean by Principles of Design ? Explain any two in detail.
5. What are the four components of fashion ? Briefly explain them and support your answer with examples. 10
6. (a) Lines are a prominent part of the elements of design. Classify them and explain the effects produced by different lines. 5+5
(b) Comment on the statement - "Fashion as a popular culture".
7. (a) Illustrate the fashion product life cycle and explain its various stages. 7+3
(b) Draw the fashion life cycle for a fad product and explain how it is different from the basic one.
8. Briefly discuss any four prominent fashion centers of the world. Also mention at least two famous designers from each center. 10
9. (a) Explain the fashion forecasting process. 7+3
(b) What is the relevance of forecasting from a retailers point of view ?
10. (a) What are the characteristics of Monochromatic, Analogous and Complimentary color schemes ? Give examples. 6+4
(b) Name and illustrate any four types of necklines.
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