

**B.Sc. IN LEATHER GOODS AND
ACCESSORIES DESIGN (BSCLGAD)**

Term-End Examination

December , 2011

BFW-056 : ELEMENTS OF FASHION

Time : 3 hours

Maximum Marks : 70

Note : All questions are compulsory.

1. Answer *any five* of the following : **10**
 - (a) Merchandising
 - (b) Silhouette
 - (c) Haute - Couture
 - (d) Ready - to - wear
 - (e) Trunk show
 - (f) Trend

2. Explain *any one* in detail : **10**
 - (a) Art Nouveau 1890 - 1905
 - (b) Bauhaus Movement

3. "Fashion moves in cycle". Explain with example. **10**

4. Explain Fad and Classic with proper example. 10
 5. Explain Trickle - down and Trickle - up theory with appropriate example. 10
 6. Who started ' New look' and what was Unisex and Military look ? Explain. 10
 7. Explain Fashion Leader, Fashion followers and Fashion Laggards. 10
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