

**M.Sc (Visual Merchandising and Communication Design) (MSCVMCD)**

**Term-End Examination**

**December, 2011**

**MFW-075 : FASHION AND STYLING**

*Time : 3 hours*

*Maximum Marks : 70*

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

1. "Fashion presentation is the key to a good foot fall". Explain. 10
2. "Dressing up of a mannequin is very essential in capturing the customer's attention". Explain in detail. 10
3. "Color is an important aspect in creating the Visual Atmosphere". Explain with suitable examples. 10
4. "Atmospherics is the key to a successful Visual Merchandising". Explain. 10

5. "Merchandise display should be in the same line of thought as the window dressing". Do you agree with the statement ? Explain reasons behind your agreement or disagreement. 10
  6. "Thematic approach normally gets lots of people in the store". Explain. 10
  7. What importance of props in a store ? Explain with suitable examples. 10
  8. "Image is an integral part of dressing up the mannequin". Explain. 10
  9. Discuss the importance of "Island Display" concept. 10
  10. Styling of clothing has a lot to do with themes. Explain. 10
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