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**B.A. IN APPAREL DESIGN AND
MERCHANDISING (BAADM)**

Term-End Examination

December, 2011

**BFM-035 : APPAREL DESIGN AND
MERCHANDISING**

Time : 3 hours

Maximum Marks : 100

Note : All questions are compulsory.

1. What do you understand by garment detailing ? **15**
Illustrate and explain any three garment detailings.

2. Explain *any four* of the following terms with examples : **5x4=20**
 - (a) Classic
 - (b) Trends
 - (c) Fashion
 - (d) Necklines
 - (e) Body shapes

3. Illustrate and explain *any two* of the following **10** silhouettes.
 - (a) A - line silhouette
 - (b) Shift silhouette
 - (c) Mermaid silhouette

4. Explain any three principles of fashion with examples. 15
5. What do you understand by colour scheme ? 15
What is the effect on the appearance of the body and the feeling created when one wears a garment in Analogous colour scheme ?

OR

Complementary colour scheme
(explain any one colour scheme)

6. Explain *any five* of the following with examples and illustration : 5x5=25
- (a) Proportion
 - (b) Peter Pan Collar
 - (c) Hip huggers
 - (d) Halter top
 - (e) Womens wear
 - (f) Cap - sleeve
 - (g) Asymmetrical skirt
 - (h) Polo T-Shirt
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