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**BACHELOR OF ARTS
(FASHION DESIGN)**

**Term-End Examination
December, 2011**

**BFD-003 : UNDERSTANDING FASHION
INDUSTRY**

Time : 3 hours

*Maximum Marks : 100
(Weightage : 60%)*

Note : Attempt all questions. Internal choice indicated.

1. Explain the following terms (*any 6*) : 6x5=30
 - (a) Style
 - (b) Classics
 - (c) Mass fashion
 - (d) Anti-fashion
 - (e) Leg - of - mutton sleeve and Illusion sleeve
 - (f) Street fashion
 - (g) Flops

2. How does haute couture command highest price ? Explain. 10

3. Explain "All fashions end in Excess". 10

4. List the factors influencing fashion movement. 10
Explain *any 2* with help of example :
 5. Explain the fashion cycle with help of an example 20
(explaining the stages of that example) Give its diagramatic representation.
 6. Explain the elements which help a designer 20
establish her/his talent in the market.
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