

**M.A. APPAREL PRODUCTION MANAGEMENT  
(MAAPM)**

**Term-End Examination**

**December, 2011**

**MFM-004 : BUSINESS OF FASHION**

*Time : 3 hours*

*Maximum Marks : 100*

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**Note :** *Attempt all questions. Internal choices are indicated.*

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1. Mark True/False ( $\checkmark$  /  $\times$ ) : 5x1=5
- (a) Raglan is a type of sleeve.
  - (b) Yellow, Red and Green are primary colours.
  - (c) Fad is type of Fashion Cycle which has very short life span.
  - (d) 'Elias Howe' is credited with invention of 'Sewing Machine'.
  - (e) 'New Look' was created by 'Giorgio Armani'.
2. What are different Elements of Fashion ? Explain colour theories with examples. 12+8=20
3. What is Fashion Cycle ? What are different types of Fashion Cycles ? 5+10=15

4. How does Fashion spread and adopted ? Explain different theories. 15
5. How did the growth of a middle class affect fashion in the eighteenth and nineteenth centuries ? 10

OR

What are the origins of speciality and departmental stores ?

6. What is market segmentation ? How market can be divided ? 2+18=20
7. Write short notes : (*any five*) 5x3=15
- (a) Fashion
  - (b) 'Emphasis' as principle of fashion
  - (c) Christian Dior
  - (d) Knock off
  - (e) Departmental Stores
  - (f) Haute couture
  - (g) Role of Designers
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