

M.A. FRM

Term-End Examination

December, 2011

**MFM-026 : BUSINESS OF FASHION-ELEMENTS  
AND HISTORY**

Time : 3 hours

Maximum Marks : 100

Note : (i) Attempt all questions.

(ii) Internal choices are indicated.

1. True of False (✓/×) 5
- (a) Complimentary colors sit on opposite sides of the color wheel.
- (b) 'Kimono' is a type of Neck line.
- (c) Fad is a type of Fashion Cycle which has very short life span.
- (d) 'New Look' was created by Armani.
- (e) "Charles Worth" is known as 'Father of modern couture' for women.
2. What is 'Fashion Cycle' ? What are different types of Fashion Cycles ? 5+10=15
3. What are different 'Elements of Fashion' ? Explain 'colour theory' with example. 12+8=20
4. How does Fashion spread and get adapted ? 15  
Explain different theories.

5. (a) How did the growth of a middle class effect fashion in the eighteenth and nineteenth centuries ? **10**

**OR**

- (b) How did the change in women's status influence fashion in the twentieth century ?
6. What is market segmentation ? How market can be divided ? **2+18=20**
7. Write short notes. (*any five*) : **3x5=15**
- (a) Missy
  - (b) Fashion
  - (c) 'Emphasis' as principle of Fashion
  - (d) Haute Couture
  - (e) Knock off
  - (f) Departmental store
  - (g) Coco chanel
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