

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

**Term-End Examination
June, 2011**

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

Time : 3 hours

Maximum Marks : 100

Note : All questions are compulsory.

1. What do you understand by styling details ? 15
Illustrate and explain any three styling details.

2. Explain *any four* of the following terms with examples : 5x4=20
 - (a) Fashion cycle
 - (b) Silhouette
 - (c) Fad
 - (d) Style
 - (e) Fasteners

3. Illustrate and explain the differences between 10
Hourglass body shape and Ruler (Rectangle) body
shape.

4. Explain any three elements of fashion with 15
examples.

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 garments in

Monochromatic colour scheme ?

OR

Triad colour scheme

(Explain *any one* colour scheme)

6. Explain *any five* of the following with examples and illustration. 5x5=25

- (a) Rhythm
 - (b) Stand collar
 - (c) Bell bottoms
 - (d) Tube top
 - (e) Children's wear
 - (f) Raglan sleeve
 - (g) Sarong skirt
 - (h) Cardigan
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