

00369

**B.A. FASHION MERCHANDISING AND
PRODUCTION**

Term-End Examination

June, 2011

**BFD-019 : ELEMENTS OF FASHION
AND COLOUR**

Time : 3 hours

Maximum Marks : 100

Note : Attempt all questions. Internal choice indicated.

1. What are elements of design ? Enumerate. 5

2. Explain any one element of design. 5

3. Explain the following (*any six*) : 5x6=30
 - (a) Mass Market
 - (b) Golden mean
 - (c) Free lancing
 - (d) Merchandising
 - (e) Hauli couture
 - (f) Pret - a - Porter/Ready to wear
 - (g) Fashion coordinators

4. What do you understand by colour ? List all the colour harmonics and explain any 2 in detail. 10
 5. What are the different areas of work in fashion industry ? Explain. 10
 6. Enumerate the principles of design. Explain any 2 principles with help of visual examples. 20
 7. Explain the process of designing a collection and designing a garment highlighting the role of a merchandiser. 20
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