

**M.Sc. (VISUAL MERCHANDISING AND  
COMMUNICATION DESIGN) (MSCVMCD)**

**Term-End Examination  
December, 2013**

**MFW-075 : FASHION AND STYLING**

*Time : 3 hours*

*Maximum Marks : 70*

*Note : Attempt any Seven Questions.*

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1. Write short notes on any two of the following :  
(a) Haute couture 5x2=10  
(b) Trend  
(c) Fad
  
2. "Fashion is forever, but trends will be new". 10  
Comment.
  
3. Who are fashion followers ? How are they 10  
different from fashion motivators ?
  
4. Identify the steps involved in fashion. Forecasting 10  
process. Explain them in detail.

5. Identify different types of collars on the basis of cut and shape. 10
  6. Explain the fashion life cycle with the help of appropriate examples. 10
  7. State the factors on which the fashion movement is affected. 10
  8. Classify the trousers on the basis of length. 10
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