

**M.Sc. FASHION MERCHANDIZING AND
RETAIL MANAGEMENT (MSCFMRM)**

Term-End Examination

December, 2012

MFW-003 : ELEMENTS OF FASHION

Time : 3 Hours

Maximum Marks : 70

Note : *Attempt **any seven** questions. All questions carry **equal marks**.*

1. "The only thing constant in fashion is change". 10
Comment. Give examples.
2. Explain the concept of recycling of fashion. 10
Illustrate it with a fashion life cycle graph explaining the various stages.
3. Discuss the application, use and classification of 10
lines and silhouettes in a design.
4. "Color harmony can be achieved by proper usage 10
of color schemes". Discuss Monochromatic, Achromatic, Analogous and Complimentary color schemes with examples.
5. Discuss the different ways in which emphasis can 10
be created in a design and how proportion affects the design and its conceptualization.

6. Classify Men's wear and its main categories available in any apparel store . Illustrate your answer with at least one example in each category. 10
 7. Describe the various factors required to make a successful design collection. How significant is prior market research to this ? 10
 8. Explain the concept of Haute couture and a couture house. Compare and contrast French and American fashion centres with supportive designers and their contributions. 10
 9. Identify and describe the factors from political, social, cultural and economic spheres that have fashion an impact on the movement. 10
 10. Discuss the various stages that a fashion forecaster would have to undergo while forecasting for a particular season. How is timeline important for forecasting of the fashion industry ? 10
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