

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

**Term-End Examination**

**00315**

**December, 2014**

**MFW-003 : ELEMENTS OF FASHION**

*Time : 3 hours*

*Maximum Marks : 70*

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

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1. State the various reasons that accelerate any movement of fashion. Describe them with suitable examples. 10
2. Explain the concept of Fashion Weeks. Mention their types and importance in terms of the Indian Fashion Industry. 10
3. Write short notes on the following : 2×5=10
  - (a) Trickling effect of fashion
  - (b) Fashion Retailing
4. "Indian films affect the fashion industry and consumers very strongly." Justify this statement and give relevant examples. 10

5. Differentiate among Analogous color scheme and Monochromatic color scheme. Depict them on a color wheel. 10
  6. "Fashion is an evolution, not a revolution." Comment on this statement. 10
  7. Discuss the philosophy of design and key contribution of French fashion. Name any two French designers. 10
  8. What is meant by "Balance " in design ? Explain in detail with relevant diagrams. 10
  9. Explain the process of designing a garment collection, focusing the role of a designer. 10
  10. What are tints and shades of a color ? How does color affect the choice of a product ? Discuss the psychology of color. 10
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