

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

**Term-End Examination**

**December, 2014**

00255

**MFW-075 : FASHION AND STYLING**

*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. Write short notes on any *two* of the following : 10
  - (a) Classics
  - (b) Avant garde
  - (c) Prêt-à-porter
  - (d) Trickle-across theory
  
2. "Dressing up of a mannequin is very essential in capturing the customer's attention." Explain in detail with suitable examples. 10
  
3. "Fashion presentation is different from fashion styling." Justify your answer. 10

4. Styling of clothing has a lot to do with its themes.  
Explain with relevant examples. 10
  5. Who are fashion victims ? How are they different  
from fashion motivators ? 10
  6. Classify the trousers on the basis of length. 10
  7. Identify the factors which affect the fashion  
movement. 10
  8. "Fashion Forecasting is the prediction of mood,  
behaviour and buying habits of consumers."  
Comment. 10
  9. "Fashion and lifestyle go hand in hand." Do you  
agree with this statement ? Justify. 10
  10. Identify different types of cuffs on the basis of  
shape and style. 10
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