

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

**Term-End Examination**

**December, 2016**

00485

**MFW-075 : FASHION AND STYLING**

*Time : 3 hours*

*Maximum Marks : 70*

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

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1. "Fashion and lifestyle go hand to hand." — Do you agree with this statement ? Justify. 10
2. What are the tools used for gathering the information for fashion forecasting ? 10
3. Discuss in detail the length of fashion life cycles. 10
4. Classify the trousers on the basis of cut and style. 10
5. Who are fashion followers ? How are they different from fashion motivators ? 10
6. Discuss the different types of collars on the basis of cut and shape. 10
7. State the factors on which the fashion movement is affected. 10

8. "Make-up plays a vital role in stylization of mannequin". Comment and support your answer with suitable examples. 10
9. Discuss the significance of "Image" in styling. 10
10. Write short notes on any *two* of the following :  $2 \times 5 = 10$
- (a) Haute Couture
  - (b) Trend
  - (c) Fad
  - (d) Avant Garde
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