

**B.Sc. FASHION MERCHANDISING AND
RETAIL MANAGEMENT (BSCFMRM)**

Term-End Examination

00231

December, 2017

BFW-002 : ELEMENTS OF FASHION

Time : 3 hours

Maximum Marks : 70

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

1. Differentiate between the life cycle of Fad and Classic fashion. Give examples. 10
2. What do you mean by Fashion Silhouettes ? Explain them with supporting diagrams. 10
3. Discuss the factors upon which colour preferences depend. What are the three dimensions of colour ? 10
4. Describe the three theories of fashion change. 10
5. Classify different types of lines (elements of design) and explain their effects with suitable diagrams. 10

6. Compare the fashion philosophy, design concept and the work of a prominent designer from Paris and New York. 10

 7. Define Emphasis. How can emphasis be created in a design ? 10

 8. “Fashion has its roots in our history.” Comment on the statement. 10

 9. Discuss the relevance of forecasting from a retailer’s view point. 10

 10. Explain the factors affecting fashion with respect to cultural customs and economic conditions. 10
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