

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

Term-End Examination

December, 2017

00210

MFW-003 : ELEMENTS OF FASHION

Time : 3 hours

Maximum Marks : 70

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

1. State the various reasons that accelerate the movement of fashion. Describe them in detail. 10
2. Explain the following with suitable examples : $2 \times 5 = 10$
 - (a) Trickle down theory
 - (b) Trickle up theory
3. Differentiate between Analogous and Monochromatic colour schemes. Depict them on a colour wheel. 10
4. Discuss the design philosophy and its key contributions. Explain any two French designs with examples. 10

5. "The only thing constant in fashion is change."
Justify the statement with examples. *10*

 6. Discuss the application, use and classification of
lines and silhouettes in a design. *10*

 7. Describe the various factors required to make a
successful design collection. How significant is
prior market research to this ? *10*

 8. Identify and describe the factors from political,
social, cultural and economic spheres that have
an impact on the fashion movement. *10*
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