

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

Term-End Examination

00280

December, 2017

MFW-075 : FASHION AND STYLING

Time : 3 hours

Maximum Marks : 70

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

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1. Do you think that 'Fashion Presentation' is different from 'Styling' ? Justify your answer with suitable examples. 10
 2. Discuss the importance of 'Visualization of style image'. 10
 3. How important is styling of a mannequin in the display of window ? Explain with the help of suitable examples. 10
 4. Image is a very important aspect in styling. Discuss with examples. 10
 5. Discuss the importance of Accentuation in styling. 10

6. Explain the importance of props in a kids store. *10*
 7. Is Manipulation an important aspect of styling ?
Explain with suitable examples. *10*
 8. Explain the fashion life cycle with the help of
appropriate examples. *10*
 9. Who are fashion followers ? Discuss how they are
different from fashion motivators. *10*
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