

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

00295

**Term - End Examination**

**June, 2012**

**BFW-002 : ELEMENTS OF FASHION**

*Time : 3 hours*

*Maximum Marks : 70*

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

1. Briefly explain the concept of fashion in your own terms. Support your answer with relevant examples. How is fashion depicted as a popular culture ? 10
2. Compare and contrast among Avant garde, Hante Couture and Pret e Porter. Give atleast two examples of prominent designers in each case respectively. 10
3. Comment and explain the statement with relevent examples :  
"There are three accepted theories that categorise the movement and introduction of fashion." 10
4. List down the prominent centers for high fashion in the world. Discuss the chief contribution to the fashion industry at a global level and designers for any two centres. 10

5. Briefly explain the concept of fashion leaders, followers and laggards. Relate them to the fashion life cycle. State present day examples of fashion leaders and the trends that they have popularized. 10
  6. With reference to design and fashion, explain the concept of silhouettes and their types. Support your answer with diagrams. 10
  7. Write a short note on how unity, variety and harmony are related to each others and their contribution for making a design more effective. 10
  8. Name and explain the various enviromental influences affecting fashion interests and demands at a particular time period. 10
  9. What is the role of a forecaster in the fashion and retail industry? Explain the different types of forecasting as done in the industry. 10
  10. Name and explain any five types of color schemes that can be used to create color harmony in a design. Also mention the areas where these color schemes can be applied. 10
-