

**M.Sc. FASHION MERCHANDIZING & RETAIL
MANAGEMENT (MSCFMRM)**

Term-End Examination

June, 2012

MFW-003 : ELEMENTS OF FASHION

Time : 3 Hours

Maximum Marks : 70

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

1. Why is 'Change' considered as an important part of fashion ? How is style different from trend ? How do trends evolve ? 10
2. Explain and differentiate the fashion life cycle for a fad and a classic product. Illustrate the fashion cycles in both the cases. 10
3. Describe in detail the importance of color to a retailer, emphasizing on the various dimensions of color and color harmony. 10
4. "Elements of design are the tools that are used for creating any design". Explain with diagrams in reference to lines and silhouettes. 10
5. With reference to principles of design, explain how emphasis or focal point and proportion affect the aesthetics of a design. Explain with the help of suitable example. 10

6. Define a Couture House. What are the chief characteristics of French fashion ? Discuss about any two French designers and their contributions to the fashion world in general. 10

 7. What is the relevance of fashion forecasting in the retail industry ? Briefly explain the various stages of the forecasting. 10

 8. "Certain factors tend to affect the development of fashion trends by encouraging the adoption of newly introduced styles". List these factors and give at least one example of how each factor exerts an influence on fashion development. 10

 9. Classify women's wear and its main categories available in any apparel store. Illustrate your answer with at least one example in each category. 10

 10. Mention the stages of the design process and explain them. How far do you think prior effective market research contributes to the success of a collection ? Explain. 10
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