

**B.A. IN APPAREL DESIGN AND
MERCHANDISING (BAADM)**

Term-End Examination

June, 2012

**BFM-035 : APPAREL DESIGN AND
MERCHANDISING**

Time : 3 hours

Maximum Marks : 100

Note : All questions are compulsory.

1. What is the 'FASHION CYCLE' ? Illustrate and explain in detail. **20**

2. Classify the following basic garment details. Illustrate with names, three standard styles / examples of each of the following : **5x4=20**
 - (a) CUFFS
 - (b) COLLARS
 - (c) SLEEVES
 - (d) NECKLINES

3. Describe and Illustrate the four different body shapes of women : **5x4=20**
 - (a) Rectangular
 - (b) Inverted Triangle
 - (c) Hour Glass
 - (d) Round

Write any three recommended apparel features for each of their figure type.

4. What do you understand by SILHOUETTE of a Garment ? Illustrate and explain about three different types of SILHOUETTES in WOMENS WEAR. **2+18=20**
5. (a) What are the various size ranges and classifications in childrens wear ?
- (b) In a tabular form, classify the clothing merchandise of : **2x10=20**
- (i) Womens Wear
- (ii) Mens Wear
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