

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

Term - End Examination

June, 2013

BFW-002 : ELEMENTS OF FASHION

Time : 3 hours

Maximum Marks : 70

Note : Question 1 is compulsory. Attempt any five from question 2 to 8.

1. Write short notes on *any five* from the following :
 - (a) Formal and Informal balance 5x4=20
 - (b) Tactile and Visual textures
 - (c) Fashion Silhouettes
 - (d) Proportion
 - (e) Harmony
 - (f) Lines
 - (g) Staple and fashion colors

2. Define 'trends'. Explain the three stages of trends. 10
Support your answer with examples.

3. Explain the concept of fashion as a psychological and social response. Support your answer with examples. 10

4. Differentiate between the Upward and Downward theory of fashion with suitable examples. 10
 5. Compare and contrast Italian and Japanese fashion. Name two designers from each centre respectively. 10
 6. Describe in brief the fashion scenario in India. Name a few prominent Indian designs and their key contributions to the fashion industry. 10
 7. Discuss the various economic and cultural factors that affect the movement of fashion. Give examples and explain them. 10
 8. State and explain the stages of fashion forecasting process. Elaborate the importance of following the fashion forecast for a particular season. 10
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