

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

Term-End Examination

June, 2013

MFW-003 : ELEMENTS OF FASHION

Time : 3 Hours

Maximum Marks : 70

Note : Attempt any seven questions.

All questions carry equal marks.

1. Analyse the factors affecting fashion interest and demand with examples. 10
2. Explain the five phases of fashion life cycle. Draw at least two variations of the same. 10
3. Discuss the theories of fashion adoption with examples. 10
4. Name any two fashion forecasting agencies. Elaborate how these agencies conduct their various operations. 10
5. List the various prominent fashion centres of the world. Discuss any two centres in detail. 10

6. Define fashion forecasting. How does research form a prominent part of this process ? Write its importance for a retailer. 10
 7. What are the principles of design ? Name and explain any two of them with examples. 10
 8. Explain color dimensions. Discuss the significance of color in marketing. 10
 9. What do you understand by a Couture House ? Write a short note on the Haute Couture industry from an Indian perspective. 10
 10. "Silhouettes of fashion keep on changing as per the times". Comment on the statement. Mention the various common types of silhouettes along with relevant diagrams. 10
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