

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

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**Term-End Examination**

**June, 2014**

**MFW-003 : ELEMENTS OF FASHION**

*Time : 3 hours*

*Maximum Marks : 70*

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**Note :** *Question no. 1 is compulsory. Attempt any five  
from the questions no 2 to 8.*

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1. Write short notes on any **four** of the following :  $4 \times 5 = 20$ 
  - (a) Rhythm
  - (b) Fashion Show
  - (c) Colour Harmony
  - (d) Haute Couture
  - (e) Emphasis
  
2. Why do the fashion professionals and forecasters require the theories of fashion ? Name and explain the theories with relevant examples. 10
  
3. Explain the dimensions of colour. Name the primary, secondary and tertiary colours and indicate their positions on a colour wheel. 10

4. Explain how the following factors affecting fashion (Attempt any *two*) : 2×5=10
- (a) Economic conditions
  - (b) Cultural and religious customs
  - (c) Technological advancements
5. “A good fashion buyer should have a great sense of style.” Comment on the statement with supportive examples. 10
6. Name any two American designers and discuss about the philosophy of design and key contributions to the world of fashion. 10
7. State and explain the differences between fashion leaders and laggards. Indicate their positions in the life cycle of a fashion product. Give suitable examples. 10
8. Why does fashion change ? Define styles and trends. Give suitable examples. 10
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