

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

**Term-End Examination**

**June, 2016**

00066

**BFW-002 : ELEMENTS OF FASHION**

*Time : 3 hours*

*Maximum Marks : 70*

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

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1. State the importance of Avant Garde, Haute Couture, and Prêt-à-Porter. List down the three relevant examples of a designer in each case respectively. 10
  
2. Explain how the factors like economic conditions, cultural and religious customs and technological advancements accelerate the movement of fashion. 10
  
3. Discuss briefly the application of the elements of design while conceptualizing any idea. Name them and discuss any three. 10

4. Fashions go through five stages of life cycle. Name and explain each stage with suitable examples. 10
5. What is meant by colour harmony ? How can it be achieved by effective use of colour schemes ? Elaborate with the help of any two colour schemes. 10
6. Give examples of each of the following : Style, fad, classic, design and trend. Explain the differences and relationship between these terms. 10
7. "Fashion – A follow the leader process." Comment on the statement. Support your answer with relevant examples from the fashion industry. 10
8. Classify women's wear for a RTW retail store. Illustrate your answer. 10
9. What are the different ways in which patterns can be created ? Show them diagrammatically. 10
10. Describe any *two* principles of design from the following : 2×5=10
  - (a) Emphasis
  - (b) Harmony
  - (c) Proportion
  - (d) Rhythm