

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

**Term-End Examination**

**June, 2015**

00350

**MFW-003 : ELEMENTS OF FASHION**

*Time : 3 hours*

*Maximum Marks : 70*

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**Note :** *Attempt any five questions from the following.*

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1. Write short notes on any *two* of the following :  $2 \times 7 = 14$ 
  - (a) Trickle-up Theory
  - (b) Trickle-down Theory
  - (c) Trend
  
2. Explain how economic conditions and culture affect fashion trends. 14
  
3. Discuss the five stages of the Product Life Cycle with reference to a fashion product. 14
  
4. Explain the following statement : 14  
"Fashion is evolution not revolution."
  
5. Differentiate between haute couture and prêt-à-porter. Give two examples of designers in each case. 14

6. Discuss “French Fashion” and how it is supposed to be the fashion capital. 14
  7. Define fashion forecasting and describe its processes. 14
  8. What is meant by “Balance in Design” ? Explain in detail with the help of relevant diagrams. 14
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