

M.A. FRM
Term-End Examination
December, 2010

**MFM-026 : BUSINESS OF FASHION-ELEMENTS
AND HISTORY**

Time : 3 hours

Maximum Marks : 100

Note : Answer any FIVE questions. All questions carry equal marks. Support your answers with illustrations or diagrams, wherever necessary. No extra sheets will be provided for drawings. One has to draw in the answer sheets only.

1. 'Principles of Design' are the concepts used to 20
organize the structural elements in design.
Discuss with an example.

2. Discuss the various factors that 14+6=20
(a) Affect fashion ? Support with examples.
(b) What is a silhouette ? Name the three basic
silhouettes.

3. How do trends evolve and move in a society ? 20
Discuss it with respect to the role played by a
fashion designer and a celebrity of your choice.

4. With reference to components of fashion, answer the following. 4x5=20
- (a) Effect of texture in enhancing the beauty of a garment.
 - (b) Symbolic meanings of any two colours.
 - (c) Methods of detail.
 - (d) Colour schemes.
5. Define *any five* : 5x4=20
- (a) Vintage fashion
 - (b) Haute Couture
 - (c) Classic
 - (d) Body shapes
 - (e) Fashion basic merchandise
 - (f) Formal and Informal Balance
 - (g) Rhythm (using examples)
6. (a) How would you classify clothing merchandise? Suggest details and texture for each category. 12+8=20
- (b) Differentiate between tucks, pleats, gathers and dasts.
7. (a) Discuss the concept of fashion cycle. 6
- (b) Describe it in relation to any trend, since 1900, which has undergone a complete cycle. 7
 - (c) Describe the new look given to the trend to retain the interest of the fashion followers. 7