

00174

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

**Term - End Examination**

**June, 2011**

**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. Write a note on the process of Range Development or design development process. **10**

**OR**

How will the principles of design be used in making a fashion design more interesting? Name the principles of design and explain any four of them.

2. Describe the fashion forecasting process. Explain the factors researched for the same. **10**
3. What is colour? What are the different dimensions of colour? Explain the various colour schemes. **10**

4. Define the following terms : (*any 5*) 5x2=10
- (a) Haute Couture
  - (b) Collection /Line
  - (c) Style
  - (d) Acceptance
  - (e) High Fashion
  - (f) Pret - a - porter
5. (a) Explain the significance of colour in marketing. 3+7=10
- (b) Explain the significance and classification of lines (elements of design). Support your answer with relevant diagrams.
6. (a) "Fashion as a Universal Phenomenon."  
Comment. 5+5=10
- (b) Explain the fashion product life cycle along with examples.
7. (a) Differentiate between fad and classic product with examples. 5+5=10
- (b) What do you mean by the word 'trend' ?  
Explain the various stages of a trend.

8. Briefly discuss on *any two* of the following :  $5 \times 2 = 10$

(a) The fashion capital : Paris

(b) Fashion scenario in India.

(c) Italian fashion.

9. (a) What is the relevance of fashion weeks ?  
Explain.  $5 + 5 = 10$

(b) Name and depict any five types of sleeves  
or collars.

10. (a) Explain the theories of fashion movement  
with examples.  $5 + 5 = 10$

(b) What are the factors that increase the  
movement of fashion ? Explain them.

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