

00414 **M. Sc. FASHION MERCHANDIZING & RETAIL  
MANAGEMENT (MSCFMRM)**

**Term-End Examination**

**June, 2011**

**MFW-003 : ELEMENTS OF FASHION**

*Time : 3 hours*

*Maximum Marks : 70*

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

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1. (a) Explain the concept of fashion in detail with reference to fashion as a psychological response, as a social response and as a popular culture. Support your answer with relevant examples. **5+5=10**
- (b) Fashion comprises of four basic elements like style, change, acceptance and taste. Briefly describe the importance and relevance of the above components with examples.
2. Define *any five* terms of the following : **5x2=10**
- (a) Collection /Line
- (b) Fad
- (c) Avant - Garde
- (d) Pret-e-porter
- (e) Silhouette
- (f) Hue

3. (a) State the elements of design and explain any four of them with relevant diagrams.  $6+4=10$
- (b) With examples, explain the concept of cool and warm colours and their application areas.
4. (a) How relevant is colour in marketing ?  $3+3+4=10$
- (b) What are the factors on which the preference of colours depend upon ?
- (c) State the steps in colour forecasting.
5. (a) Explain the importance of balance in a design.  $3+4+3=10$
- (b) What are the 2 types of balance ? Explain them with diagrams.
- (c) Discuss the concept of Rhythm and how can it be created and depicted in a design ?
6. State the prominent fashion centers of the world, and briefly discuss any two of them along with designer's who belong to those centers respectively. 10
7. Discuss on any two from the following :  $5 \times 2 = 10$
- (a) Theories of Fashion movement.
- (b) Factors that accelerate fashion movement.
- (c) Fashion leaders, followers and laggards.

8. (a) Briefly discuss the fashion forecasting process and its importance. **8+2=10**  
(b) Name any 2 fashion forecasting agencies.
9. (a) State and explain any four types of colour schemes. **7+3=10**  
(b) "All fashions end in excess." comment on the statement.
10. Explain the status of Indian fashion Industry in the International scene along with key contributions by Indian designers. **10**

**OR**

What is meant by Fashion Life Cycle ? Explain all its stages with the help of an example. Draw the fashion cycles for a basic fashion product, a fad product and a classic product.

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