

00375

**BACHELOR OF ARTS  
(FASHION DESIGN)**

**Term-End Examination**

**June, 2011**

**BFD-003 : UNDERSTANDING FASHION  
INDUSTRY**

*Time : 3 hours*

*Maximum Marks : 100*

*(Weightage : 60%)*

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*Note : Attempt all questions. Internal choice indicated.*

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1. Explain the following terms (*Any 6*) **6x5=30**
- (a) Street fashion
  - (b) Fads
  - (c) Recurring fashion
  - (d) Style number
  - (e) Trends
  - (f) Taste
  - (g) Convertable collar and Mandarin collar.
2. What is the difference between casual wear and street wear ? **10**
3. What is a fashion Leader and a fashion follower ? **10**

4. List the elements which help a designer establish his/her talent. Explain any 5. 10
  5. Explain the theories of fashion with help of examples. 20
  6. Enumerate the factors influencing fashion movement. Explain any 4 in detail. 20
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