

M.A. FRM

Term-End Examination

June, 2011

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. Write short notes on *any five* : 5x4=20
 - (a) Fad
 - (b) Silhouette
 - (c) Pret-a-Porter
 - (d) Tints, Shades and Tones
 - (e) Classification of clothing merchandise
 - (f) Informal balance.
2. State the theories of Fashion. Mention the various factors affecting fashion and explain any two factors. 20
3. What is the life cycle of a fad ? How does that differ from the life cycle of a fashion and a classic ? Support with an example. 20

4. Is fashion a code, a message, fun, glamour or a protocol ? Give your views by supporting with examples. Mention how it differs from a costume and a dress ? **20**
5. (a) What do you understand by components of fashion ? Explain the various components of fashion. **10+10=20**
- (b) Distinguish between basic, fashion basic and fashion merchandise.
6. (a) State the importance of studying history of fashion. **6**
- (b) In what way does the knowledge of previous century fashion in 16th 17th 18th and 19th century has helped in defining Modern Day fashion. Discuss. **14**
7. Draw *any five* and define them : **20**
- (a) Mermaid Silhouette
- (b) Yoke
- (c) Leg O' Mutton sleeve
- (d) Empire line
- (e) Complimentary colours in a colour wheel
- (f) Inverted Box pleats
- (g) Princess line
- (h) Key hole neckline.
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