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Total No. of Pages : 02

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B.Sc. (FD) Knits (2014 to 2017) (Sem.-1)**ELEMENTS OF FASHION****Subject Code : BSc FDK-101****M.Code : 72272****Time : 3 Hrs.****Max. Marks : 60****INSTRUCTION TO CANDIDATES :**

1. **SECTION-A** is **COMPULSORY** consisting of **FIFTEEN** questions carrying **TWO** marks each.
2. **SECTION-B** contains **SIX** questions carrying **TEN** marks each and students have to attempt any **THREE** questions.

SECTION-A**1. Write short notes on :**

- a. Haute Couture
- b. Silhouette
- c. Colour
- d. Fashion Victim
- e. Garment details
- f. Fashion designer
- g. Lifestyle
- h. Trend
- i. Lifecycle
- j. Fad
- k. Pret-a-porter

- l. Mass Fashion
- m. Texture
- n. Trims
- o. Forecasting

SECTION-B

- 2. Describe Fashion Product Life Cycle of a Fad. Explain a Fashion Calendar.
- 3. Discuss the classification of apparel according to garment price.
- 4. Describe the Components of fashion. Describe the types of textures and colour schemes in detail.
- 5. What is the difference in the manufacturing process of knits, woven and leather?
- 6. What is the role of Segmentation, Targeting and Positioning in Marketing Fashion?
- 7. Explain the Collections of one Indian and one International designer.

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.