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Total No. of Pages : 02

Total No. of Questions : 07

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.

