

Roll No.

Total No. of Pages : 02

Total No. of Questions : 07

M.Sc.(Fashion Marketing Management) (2015 to 2017) (Sem.-1)

BASIC OF FASHION

Subject Code : Msc.FMM-105

Paper ID : [A2156]

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

1. SECTION-A is COMPULSORY carrying TWENTY marks.
2. SECTIONS-B consists of THREE Sub-sections : Units-I, II, III.
3. Each Sub-section contains TWO questions each, carrying TEN marks each.
4. Student has to attempt ONE question from each Unit and FOURTH from any UNIT.

SECTION-A

Q1. Fill in the blanks/define the following :

- a. Name any two types of pleats.
- b. Define 'Haute Couture'.
- c. Define analogous colors.
- d. Name any two types of collars.
- e. Name any two warm colors.
- f. The _____ silhouette is a classic feminine shape.
- g. _____ is a 3-dimensional element of design.
- h. What is 'Parallelism'?
- i. What is the importance of 'Proportion' in a design?
- j. What is a 'Peplum Skirt'?

SECTION-B

UNIT-I

- Q2. Discuss about the origin and evolution of fashion in detail. Explain with examples.
- Q3. What are Elements of Design? Explain any two in detail.

UNIT-II

- Q4. What are contrasting colors and analogous colors? Explain how design is affected by change in color.
- Q5. Define Silhouette. What are the various types of silhouettes? Give three specific features of 'Cargo Pants' and 'Tiered Skirt'.

UNIT-III

- Q6. What is Fashion forecasting? Explain what all factors influence fashion forecasting.
- Q7. Write short notes on the following :
- a. Radiating lines
 - b. Tucks
 - c. Fasteners