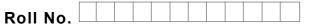
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Total No. of Pages : 02

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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.
- Each Sub-section contains TWO questions each, carrying TEN marks each. 3.
- Student has to attempt ONE question from each Unit and FOURTH from any 4. UNIT.

### **SECTION-A**

# :Ranker.com 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-dimentional element of design.
- h. What is 'Parallelism'?
- i. What is the importance of 'Proportion' in a design?
- What is a 'Peplum Skirt'? i

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### **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**

- tor, con con con con con con 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