Roll No. ⬚⬚⬚⬚⬚⬚⬚⬚⬚⬚⬚   **Total No. of Pages : 02**

Total No. of Questions : 07

M.Sc.(Fashion Marketing Management) (2018 Batch)   (Sem.–1)
BASICS OF FASHION
Subject Code : MSFMM-102-18(Core)
Paper ID : [75285]

Time : 3 Hrs.   **Max. Marks : 60**

INSTRUCTION TO CANDIDATES :

1. **SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.**
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. **Attempt any FOUR questions, ONE from each Sub-section and fourth from any sub-section.**

SECTION-A

1. **Write briefly :**

   a. Fashion adoption

   b. Fashion forecasting

   c. Change in fashion.

   d. Fad

   e. Fashion trend

   f. Boutique

   g. Couturier

   h. Haute couture.

   i. Fasteners

   j. Fashion language

SECTION-B

UNTT-I

Q2.   Write on fashion clothing origin.

Q3.   Explain classification of fashion in detail.

UNIT-II

Q4.   Explain in detail of colours in fashion.

Q5.   What are silhouettes? Discuss various types of silhouettes with outline.

UNIT-III

Q6.   Give your forecast regarding kid's 2019 summer wear.

Q7.   Elaborate on the Intangibles of fashion.