

**Roll No.**

**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 :**

- Haute Couture
- Silhouette
- Colour
- Fashion Victim
- Garment details
- Fashion designer
- Lifestyle
- Trend
- Lifecycle
- Fad
- 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.**