

Roll No.

Total No. of Questions : 07

M.Sc.(Fashion Marketing Management) (2018 Batch) (Sem.-1)

BASICS OF FASHION

Subject Code : MSFMM-102-18 (Core)

M.Code : 75285

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

1. **SECTION-A is COMPULSORY** consisting of **TEN** questions carrying **TWO** marks each.
2. **SECTION-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. Define the following :**

- Hue
- Effect of Lines
- Haute Couture
- Silhouette
- Fad
- Cool colours
- Pret a porter
- Raglan sleeve
- Tertiary colours
- Ruffles

SECTION-B

UNIT-I

2. Explain the types of lines, texture, color and space and their application in fashion.
3. Explain different stages of fashion cycle along with the illustration of fashion cycle curve.

UNIT-II

4. Discuss different colour schemes/harmonies along with examples.
5. Give account of different types of silhouette with the help of illustrations.

UNIT-III

6. What are the various factors that affect the fashion forecasting? Discuss in detail.
7. Discuss the various stages of fashion cycle in relation to consumer behavior.

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.