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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)**

**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 :**

- a. Fashion
- b. Colour
- c. Value
- d. Silhouettes
- e. Fashion forecasting
- f. Trims
- g. Tucks
- h. Obsolescence
- i. Fad
- j. Classic

## **SECTION-B**

### **UNIT-I**

2. What is fashion cycle? Discuss its stages.
3. Highlight the difference in fashion during 19th and 20th century.

### **UNIT-II**

4. What are silhouettes? Discuss various silhouettes with figures.
5. What points should be taken care of while designing kids garments?

### **UNIT-III**

6. Give in detail the concept of season and international markets in fashion forecasting.
7. List some structural design features. Discuss the types of tucks.

**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.**