

Roll No.

--	--	--	--	--	--	--	--	--	--	--	--

Total No. of Pages : 02

Total No. of Questions : 07

M.Sc.(Fashion Marketing Management) (Sem.–1)

BASICS OF FASHION

Subject Code : MSFMM-102-18 (Core)

M.Code : 75285

Date of Examination: 14-01-2023

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 innovation
- b. Fashion illustration
- c. Stages of fashion cycle
- d. Yokes
- e. Trends in fashion
- f. Acceptance
- g. Fashion look
- h. Horizontal flow theory
- i. High fashion and classics
- j. Change in fashion.

SECTION-B

UNIT-I

2. Explain women's 19th Century costumes in detail.
3. Discuss recurring stages of the fashion cycle.

UNIT-II

4. Explain the psychological association of colour with fashion trends.
5. Explain the design professionals and also discuss the variations of skirts.

UNIT-III

6. Explain how the new trend reaches into the market.
7. What is pattern appreciation? Describe the various tools used in patternmaking.

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.