

Dr. Babasaheb Ambedkar Open University
Term End Examination January-2026

Course : BA.Hons
Subject Code : DFD-05
Subject Name : Fashion Concept and Merchandising

Date : 2402/2026
Time : 11:30am to 12:30pm
Duration : 01 House
Max. Marks : 35

Q-1 Discuss about Embroidered Textiles. **14**

OR

Discuss about types of Apparel Retail Merchandising.

Q-1 Write Short Notes: (Any Two) **14**

1. Fashion cycle
2. Element of Design
3. 2 Fashion Designers of India
4. Process of Fashion Merchandising.
5. Types of Advertisements

Q-1 Choose the Correct Option: **07**

1. People who establish Fashion by accepting or rejecting the style Presented to them are____
(A) Producers (B) Sellers (C) Consumers (D) Buyers
2. Red orange, Yellow all are ____ colors.
(A) Cool (B) Neutral (C) Dark (D) Warm
3. The famous Designer _____ is known for his 'Passion for white.'
(A) Manisha Jaising (B) Anju Modi (C) Wendel Rodricks (D) Rohir Bal
4. Lehariya textile has _____ lines.
(A) Diagonal (B) Criss Lross (C) Horizontal (D) Verical
5. The key element in _____ style of costume is draping.
(A) Greele (B) Greek (C) Egypt (D) Rome
6. A _____ generally sells luxury Products which are custom made
(A) Chain shore (B) Retail Shop (C) Boutique (D) Mail under seller
7. A _____ label is used at the side seam to the bottom wear.
(A) Price (B) Care (C) Composition (D) Flag
