

Dr. Babasaheb Ambedkar Open University
Term End Examination July – 2026

Course	: Diploma	Date	: 10/07/2026
Subject Code	: DFD-05	Time	: 11:30am to 01:45pm
Subject Name	: Fashion Concept and Merchandising	Duration	: 02.15 Hours
		Max. Marks	: 70

- Q-1** Explain line and texture as fashion element? **14**
OR
Explain social and psychological aspect of clothes?
- Q-2** Write about fashion design industry leading fashion designer of India? **14**
OR
Explain the factors affecting fashion?
- Q-3** Write about any five traditional embroidery of traditional states of India? **14**
OR
Discuss the factors affecting selection of clothing?
- Q-4** **Write a short note:** **14**
1. Types of apparel retail merchandising
2. Body shapes
3. Mesopotamian civilization
4. Color as a fashion element
5. Define following terms
- Q-5** **Write Short Notes (Any two)** **14**
1. Quality management system
2. Fashion style
3. Silhouette
4. Apparel
5. Boutique
6. Couture
7. Fashion show
8. Fashion merchandising
9. Brand labels
10. Advantages of advertisement
11. Fashion
