



Name :

Roll No. :

Invigilator's Signature :

CS/B.Tech (APM)/SEM-6/APM-607/2010

2010

FASHION BUSINESS

Time Allotted : 3 Hours

Full Marks : 70

The figures in the margin indicate full marks.

Candidates are required to give their answers in their own words as far as practicable.

GROUP - A

(Multiple Choice Type Questions)

1. Choose the correct alternatives for the following : $10 \times 1 = 10$
 - i) The movement of fashion can be accelerated by
 - a) Sumptuary laws
 - b) Sales Promotion
 - c) Accessories.
 - ii) In between three theory the oldest theory of fashion adoption is
 - a) Trickle down theory
 - b) Trickle across theory
 - c) Trickle up theory.
 - iii) All the activities involved in conceiving a product and directing the flow of goods from producers to the ultimate consumer is
 - a) Merchandising
 - b) Accounting
 - c) Marketing.



- iv) In fashion cycle when a fashion is at the height of its popularity and use – named
- Culmination or Peak period
 - Rise period
 - Introduction period.
- v) To plan coordinate and distribute product an advertising agencies, trade association, textile manufacturers and fibre companies – all need
- Designers
 - Merchandisers
 - Stylists.
- vi) The fashion movement in a particular direction is called
- Trend
 - Season
 - Cycle.
- vii) The planning involved in marketing the right merchandising of the right quantities of the right price is called
- Terminology of Fashion
 - Fashion Merchandising
 - Fashion Marketing.
- viii) A style that continuous to be popular and remains in general fashion for an extended period of time is
- Ford
 - Fad
 - Classic.



- ix) The overall outline or shape of the costume is called
- Design
 - Silhouette
 - Style.
- x) Factor that retard the development of fashion cycles discourage people from adopting incoming styles is
- Sumptuary laws
 - Sales promotion
 - Accessories.

GROUP – B

(Short Answer Type Questions)

Answer any *three* of the following. $3 \times 5 = 15$

- What is fashion merchandising ? In apparel industry how the fashion merchandising works ?
- Name and explain the five phases of a fashion's cycle and state its significance.
- What are the theories of fashion adoption ? Discuss them in the light of consumer acceptance.
- What type of carrier opportunities are there in fashion business ?
- Discuss the role of fashion seasons in fashion business and its importance.
- Discuss the role of supply chain management in fashion business.

OR

Discuss the demographic, psychographic, economic and social factors for consumers/clients to adopt fashion garments.



GROUP – C

(Long Answer Type Questions)

Answer any *three* of the following. $3 \times 15 = 45$

8. Discuss the factors that tend to retard the development of fashion cycles by discouraging the adoption of newly introduced styles.
 9. How could you define the fashion ? Describe the principles of fashion and fashion movement.
 10. What is the role of a designer in fashion industry ? How many types of designers are there in fashion industry ? Explain the role of different types of fashion designer in fashion business.
 11. How could you explain the Manufacturer's and Retailer's role and their influence in fashion industry ?
 12. What are the factors that help to accelerate the forward movement of fashion through fashion cycle ? Explain it with specific example.
 13. Write short notes on any *three* of the following : 3×5
 - a) Fashion audit.
 - b) Fashion environment.
 - c) Fad.
 - d) Fashion vs style.
 - e) Fashion leader.
 - f) Visual merchandising.
 - g) Fashion culture.
 - h) Fashion accessories.
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