	UNIVERSITY OF TECHNOLOGY
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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.

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

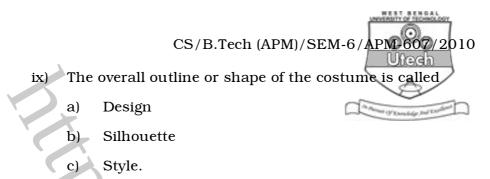
iv) In fashion cycle when a fashion is at the height popularity and use – named

'its

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

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- x) Factor that retard the development of fashion cycles discourage people from adopting incoming styles is
  - a) Sumptuary laws
  - b) Sales promotion
  - c) Accessories.

#### **GROUP – B**

### (Short Answer Type Questions)

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

- 2. What is fashion merchandising ? In apparel industry how the fashion merchandising works ?
- 3. Name and explain the five phases of a fashion's cycle and state its significance.
- 4. What are the theories of fashion adoption ? Discuss them in the light of consumer acceptance.
- 5. What type of carrier opportunities are there in fashion business ?
- 6. Discuss the role of fashion seasons in fashion business and its importance.
- 7. 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.

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#### **GROUP – C**



 $\times 15 = 45$ 

(Long Answer Type Questions)

Answer any three of the following.

- 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 :  $3 \times 5$ 
  - a) Fashion audit.
  - b) Fashion environment.
  - c) Fad.
  - d) Fashion *vs* style.
  - e) Fashion leader.
  - f) Visual merchandising.
  - g) Fashion culture.
  - h) Fashion accessories.