

Invigilator's Signature :

CS/B.Tech (APM)/SEM-6/APM-607/2011 2011 **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 : $10 \times 1 = 10$
 - High fashion refers to i)

Name :

- styles sold at low prices and large quantities a)
- new styles accepted by fashion leaders b)
- styles accepted by mass people. c)
- ii) Sumptuary laws
 - a) accelerates fashion movement
 - retards fashion movement b)
 - keeps fashion movement steady. c)
- Fashion followers may iii)
 - form the fashion industry's life blood a)
 - stimulate the fashion industry b)
 - excite the fashion industry. c)

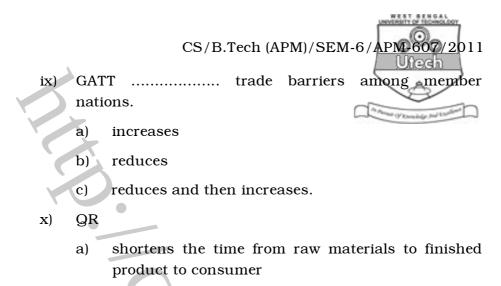
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- iv) A Mart is
 - a) building that houses exhibition of fashions ready to be sold to retail stores
 - b) a city where fashion is produced and sold wholesale
 - c) coordinated group of retail stores plus perking area.
- v) MFA calls for a phasing out of quotas between 1995 and 2005.
 - a) 2 stage
 - b) 3 stage
 - c) 4 stage.
- vi) Limited financial liability lies with form of business.
 - a) sole proprietorship
 - b) partnership
 - c) corporation (Inc).
- vii) The fashion cycle is represented by
 - a) bell-shaped curve
 - b) exponential curve
 - c) sigmoidal shaped curve.
- viii) Franchisee pays on all sales.
 - a) fee
 - b) royalty
 - c) fee and royalty.

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- b) is software to quickly search for information of management
- c) is system that eliminates defects in apparel product quickly.

GROUP – B (Short Answer Type Questions)

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

- 2. Differentiate between a licens agreement and a franchise.
- Explain how new technological development in shipping data warehousing, video conferencing are being used in fashion industries.
- 4. What are the practical obstacles that limit fashion designers?
- 5. What is a category killer ?
- 6. Describe market weeks and Trade shows.

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GROUP – C

(**Long Answer Type Questions**) Answer any *three* of the following.

- 7. a) What are the six major merchandising policies that a retailer must establish?
 - b) Explain five types of operational polices followed by a retailer. 7
- 8. a) What stages of the fashion cycle would most likely be emphasized by
 - i) a specialty store ?
 - ii) a department store ?
 - iii) a discount store ?

- 8
- b) What is a chain organization ? How are buying and merchandising handled in chain operations ? 7
- Describe downward flow, horizontal flow and upward flow theories of fashion movement. Which is more prevalent at present and why?
- 10. In what ways has increased availability of leisure time affected the fashion market ? How does a higher level of education affect fashion interest and demand ? List 5 basic psychological factors that motivate human behaviour and explain how each affects fashion interest and demand. 5 + 5 + 5
- Discuss the different levels of the fashion industry. Compare the advantages and disadvantages of different form of Business ownerships.
 8 + 7
- 12. Explain how EDI, ERP, E-Commerce and Visual merchandising affect fashion industry. 15

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