



Name :

Roll No. :

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 : $10 \times 1 = 10$
 - i) High fashion refers to
 - a) styles sold at low prices and large quantities
 - b) new styles accepted by fashion leaders
 - c) styles accepted by mass people.
 - ii) Sumptuary laws
 - a) accelerates fashion movement
 - b) retards fashion movement
 - c) keeps fashion movement steady.
 - iii) Fashion followers may
 - a) form the fashion industry's life blood
 - b) stimulate the fashion industry
 - c) excite the fashion industry.



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



- ix) GATT trade barriers among member nations.
- a) increases
 - b) reduces
 - c) reduces and then increases.
- x) QR
- a) shortens the time from raw materials to finished product to consumer
 - 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.
3. 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.



GROUP – C

(Long Answer Type Questions)

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

7. a) What are the six major merchandising policies that a retailer must establish ? 8
b) Explain five types of operational policies 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
9. Describe downward flow, horizontal flow and upward flow theories of fashion movement. Which is more prevalent at present and why ? 15
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. $5 + 5 + 5$
11. 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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