



Name : .....

Roll No. : .....

Invigilator's Signature : .....

**CS/B.TECH (APM)/SEM-6/APM-607/2012**

**2012**

**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 × 1 = 10

- i) The budget market makes attempt to offer
  - a) usual style, close copies, moderate price styling
  - b) innovative high fashion very expensive styling
  - c) high quality, custom design, less expensive styling
  - d) mass-produce close copies, high priced stylings.
- ii) A mart house
  - a) a wholesale market
  - b) production centre of fashion
  - c) exhibition of designer's produce
  - d) clothes and accessories of a fashion.



- iii) The higher level of education helps
  - a) retarding fashion cycle
  - b) accelerating fashion cycle
  - c) making steady fashion cycle
  - d) establishing consumer's fashion.
- iv) The retailers stay
  - a) ahead of their customers buying
  - b) behind of their customers buying
  - c) equal of their consumer buying
  - d) ahead initially and then behind of their customers buying.
- v) An apparel jobber handles
  - a) all the operations required to produce apparel
  - b) production of one product item
  - c) supply of sewing services to the apparel industry
  - d) designing to shipping but not sewing operation.
- vi) The legal restrictions are more in.....form of Business ownership.
  - a) sole proprietorship
  - b) partnership
  - c) corporation (Inc).
- vii) Category killers operates on
  - a) Primary level
  - b) Secondary level
  - c) Retail level
  - d) Auxiliary level.
- viii) The Royalty fee usually ranges from.....of sales.
  - a) 15% – 20%
  - b) 2 % – 15%
  - c) 25% – 35%
  - d) 2 % – 30%.



- ix) More people are able to buy fashion when
- a) disposable income is increased
  - b) discretionary income is more
  - c) personal income is more
  - d) disposal and discretionary income are more.
- x) A knock-off is
- a) a copy of best seller garments' design
  - b) a copy of design intended to derive the consumer
  - c) to create shape to describe outline of whole garment
  - d) to balance in design in garment.

**GROUP – B**

**( Short Answer Type Questions )**

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

2. Explain the effect of visual Merchandising in retailing.
3. Compare a shopping centres and larger malls.
4. Differentiate between a license agreements and a franchise.
5. Describe market weeks.
6. How does speciality stores control fashions retailing ?
7. What is sensory retailing ?
8. What are the differences among advertising, publicity and public relations ?



**GROUP – C**

**( Long Answer Type Questions )**

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

9. What are the six major merchandising policies that a retailer must establish ? Discuss the effect of these policies on retailing.  $3 + 12$
10. Name four major environmental factors affecting fashion. Discuss how the market segmentation and economic environment affect fashion demand.  $3 + 12$
11. Describe four levels of fashion business. Give examples. How does auxiliary level differ from other levels ? Why do companies seek growth through merger and acquisition ?  $8 + 4 + 3$
12. a) Explain why
- i) rich people
  - ii) famous people
  - iii) athletes are prime candidates for positions of fashion leadership.
- b) Give four reasons why most people follow rather than lead in regard to fashion. Explain each.
- c) How does the horizontal flow theory of fashion adoption affects fashion merchants ?  $5 + 6 + 4$
13. Fashions go through a five-stage life cycle. Name and explain each-stage. What are the five basic principles relating to fashion ? What are this implication for fashion merchants ?  $2 + 5 + 2 + 6$
14. Describe E-commerce, ERP and EDI in Apparel Industry.  $5 + 6 + 4$
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