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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 :

 $10 \times 1 = 10$

- 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.

6610 [Turn over

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- 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%.

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- 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)

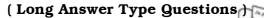
Answer any *three* of the following.

 $3 \times 5 = 15$

- 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?

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GROUP - C



Answer any three of the following.

 $\times 15 = 45$

- 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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