



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
  - 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 parking 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.



- 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