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SARDAR PATEL UNIVERSITY
M.Sc.(H.Sc.)(I Sem.)(TC) Examination (CBCS)
Monday, 3/12/12
Time: 10.30 A.M. to 1.30 P.M.
PH01ETCL01: Fashion Merchandising

Maximum marks: 70

Note: Figures on the right indicate marks allotted to each question.

Q 1 Multiple Choice Question (Choose the correct answer) (08)

1. A garment design that reflects the outstanding feature of another design but is not an exact copy is –
   (a) Fad
   (b) Adaptation
   (c) Classic
   (d) Forecast

2. _____ is a French word which means "little shop"
   (a) Boutique
   (b) Showroom
   (c) Store
   (d) Out shop

3. Dividing the heterogeneous market into smaller customer divisions that have certain relatively homogeneous characteristics is known as:
   (a) Market segmentation
   (b) Target market
   (c) Market competition
   (d) None of the above

4. Colour prediction at fiber level is done at least _____ years in advance.
   (a) 1
   (b) 2
   (c) 3
   (d) 4

5. The famous "new look" was introduced by Dior in-
   (a) 1917
   (b) 1927
   (c) 1937
   (d) 1947

6. One of the following does not accelerates the movement of fashion
   (a) Sales promotion
   (b) Increase in educational level
   (c) Religion
   (d) Technological advancement

7. Fashion is affected by
   (a) Recession
   (b) Depression
   (c) Inflation
   (d) All the above

8. High fashion designers are also called:
   (a) Stylist designers
   (b) Name designers
   (c) High designers
   (d) None of the above

Q 2 Explain any SEVEN of the following: (14)
1. Hosiery
2. Trunk show
3. Fashion Co-ordinator
4. Custom made
5. Fashion fad
6. Fashion
7. Trickle across theory
8. Lead time
9. Style number

Q 3(a) Why is timing of fashion important? (6)

(b) How does increase in family income OR political stability influence movement of fashion? (6)

Q 4 Explain any TWO of the following statements: (12)
1. Today fashions are moving very fast
2. Reduction in consumers buying power can retard the movement of fashion
3. Fashions are influenced by wars and disasters.
4. Fashion means acceptance of a style.

Q 5(a) What is the scope of fashion industry? (6)
OR
(a) "In order to succeed the consumer is regarded as the BOSS in the fashion industry"—Explain giving suitable examples. (6)

(b) Answer any ONE in brief : (6)
1. How is fashion predicted?
2. Why is it important to predict fashion?

Q 6 Write in short on any TWO of the following: (12)
1. Line presentation
2. Change in women's fashions in the last five years
3. Intimate apparel
4. Fashion accessories
5. Characteristics of market segment

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