Question Paper

MANIPAL ACADEMY OF HIGHER EDUCATION

FIRST SEMESTER B. DES (FD) DEGREE EXAMINATION - NOVEMBER 2019
SUBJECT: OVERVIEW OF FASHION INDUSTRY (FD 1105)
(2018 SCHEME)
Friday, November 29, 2019 (10:00 - 13:00)

* Answer ALL questions.
* Answer all parts of a question.

Marks: 50   Duration: 180 mins.
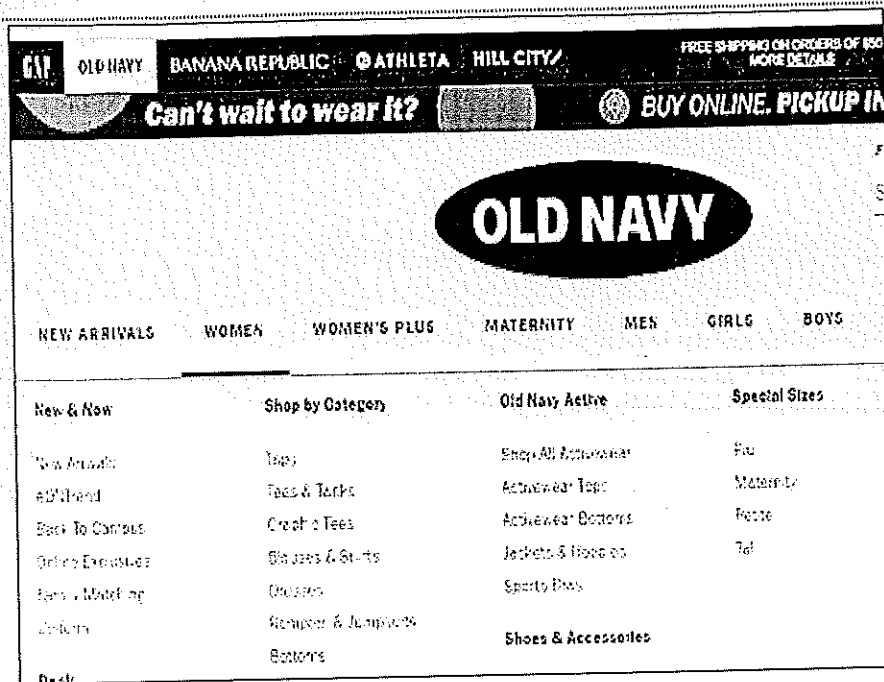

1A)	Define these terms : bridge fashion and couture.	(2)
1B)	Explain 'trickle down' theory with an example.	(3)
1C)	Explain briefly how the fashion industry developed from 'couture' to 'ready to wear' in the late 1800s .	(5)
2A)	Write a short note on the fur industry.	(3)
2B)	Discuss the journey of Indian fashion into the global arena.	(3)
2C)	Compare trickle up and trickle across fashion adoption theories with supporting examples.	(4)
3A)	What is meant by innovation theory?	(2)
3B)	Explain the area of expertise offered by the fashion center, Italy.	(2)
3C)	Define these terms : fashion leader and fashion victim.	(2)
3D)	Discuss the advantages and disadvantages of mass production.	(4)

4A. Brand K is a range of leather bags with a distinctive weathered look, vintage appeal and a contemporary design inspired by the concept 'leather being a timeless companion'.
The deep passion for leather and natural sustainable materials along with the expertise in handcrafting desirable and marvellous masterpieces has earned them global fame in less than a decade

4A i)	Identify the type of industry discussed in the above passage.	(1)
4A ii)	Explain briefly the end to end process followed in this industry.	(2)
4A iii)	Analyze the impact of this type of industry on the environment.	(2)

4B. From the information provided

NEW ARRIVALS | **WOMEN** | **WOMEN'S PLUS** | **MATERNITY** | **MEN** | **GIRLS** | **BOYS**

New & Now	Shop by Category	Old Navy Active	Special Sizes
New Arrivals	Tops	Shop All Activewear	Plus
All Brand	Tees & Tanks	Activewear Tops	Maternity
Back To Campus	Graphic Tees	Activewear Bottoms	Petite
Online Exclusives	Blouses & Shirts	Jackets & Hoodies	Tall
Best / Matching	Dresses	Sports Bras	
Uniform	Rompers & Jumpsuits		
	Bottoms	Shoes & Accessories	

4B i)	Identify the product categories offered by the brand.	(1)
4B ii)	Identify the product lines offered for women.	(2)
4B iii)	Explain segmented product mix with this brand as example.	(2)
5A)	Explain the term 'product diversification' and its implication. Support with example.	(4)
5B)	What is a retail channel? Describe briefly two retail channels.	(3)
5C)	Classify women's apparel into six categories.	(3)

-----End-----