

Question Paper

Exam Date & Time: 30-Dec-2019 (10:00 AM - 01:00 PM)



MANIPAL ACADEMY OF HIGHER EDUCATION

FIRST SEMESTER B.DES (FD) DEGREE EXAMINATION - DECEMBER 2019

SUBJECT: OVERVIEW OF FASHION INDUSTRY (FD 1105)

(2018 SCHEME)

Monday, December 30, 2019 (10:00 - 13:00)

Answer ALL questions.

Answer all parts of a question.

Marks: 50

Duration: 180 mins.

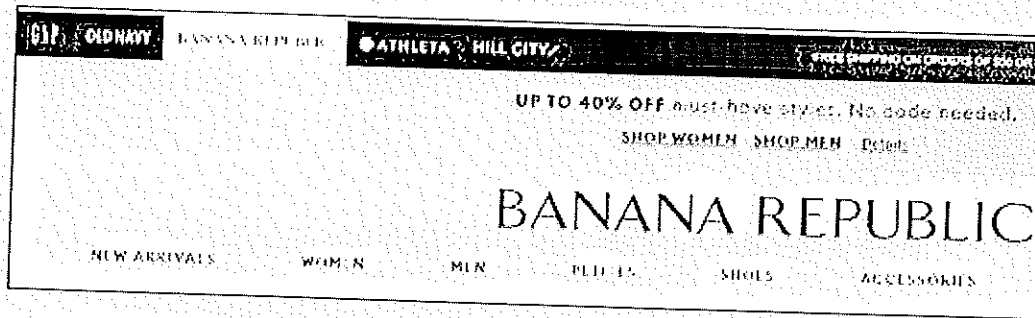
Answer all the questions.

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|-----|---|-----|
| 1A) | Define these terms :
Fashion, Fad and Classic. | (2) |
| 1B) | Explain 'trickle up' theory with an example. | (3) |
| 1C) | What is meant by 'democratization of fashion'? | (2) |
| 1D) | Explain Fashion Lifecycle. Support with diagram. | (3) |
| 2A) | Classify men's apparel into six categories. | (3) |
| 2B) | Who are the 'gatekeepers of fashion'? | (3) |
| 2C) | Explain the terms :
i) Hosiery
ii) Globalization
iii) Multifiber Agreement
iv) Flagship Store | (4) |
| 3A) | Explain briefly the effects of World War II on fashion. | (3) |
| 3B) | Outline the events from the incorporation of GATT to the emergence of WTO. | (4) |
| 3C) | Define three retail formats. Support with examples. | (3) |
| 4A) | Explain the impact of India's rich heritage and culture on its fashion industry. | (5) |

4B) FTO, is an American fast fashion retailer headquartered in LA, California. It began with 900 square ft. in 1984, and has grown into four other clothing lines with 700 stores across Americas, Asia, the Middle East and the UK. Grew to fame for its trendy offerings and low pricing and diversified products such as accessories, beauty products, home goods and clothing for women, men and girls. The company has been involved in various controversies, ranging from labor practice issues to copyright infringement accusations to religion.

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|-----|---|-------|
| i) | Outline the disadvantages faced by the firm mentioned in the above passage. | (2.5) |
| ii) | Explain one future strategy the firm can adopt? | (2.5) |

5A)



- i) What according to you, are the product lines of this brand? (2)
- ii) Interpret the product lines they have diversified into. (2)
- iii) Explain product segmentation mix through the information provided. (2)

- 5B) Define fashion capital. Write briefly about two fashion capitals, their key contribution and top designers. (4)

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