

MAY 2013

**P/ID 77574/PMBA2**

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Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

FIVE out of Eight questions.

1. Define fashion and give note on the components of fashion.
2. Give a brief note on fashion designers and types.
3. Discuss briefly on the fashion in apparel accessories.
4. Define warehousing. Explain the role of warehousing in fashion business.
5. Give a note on different types of fashion shows.
6. Give a note on the fashion auxiliary services.
7. What are the check points to be considered in organising fashion shows?
8. Give a brief note on the psychological and sociological factors that influence fashion.

PART B — (5 × 10 = 50 marks)

FIVE out of Eight questions.

9. Explain fashion cycle and discuss the role of designer, manufacturer and retailer in the changing fashion cycle.
10. Discuss in detail the challenges in designing childrens apparel and mention few techniques to forecast the fashion in childrens apparel.
11. Elaborate the historical evolution of fashion in mens apparel.
12. Give in detail the trends of fashion industry in India.
13. Elaborate the challenges faced in organising fashion shows.
14. “Foreign designers are less suitable to home market” – Discuss the pros and cons of the above.
15. Explain the differences in the merchandising and marketing activities needed for different apparels taking any two out of the three examples given below.
  - (a) Children apparel
  - (b) Men’s apparel
  - (c) Apparel/accessories.
16. “Fashions are always know and predictable” – Discuss.

PART C — (1 × 20 = 20 marks)

(Compulsory Question)

Case Study :

17. Hennes and Mauritz (H and M) is Stockholm-based Swedish fashion giant. With European markets saturating H and M was pursuing a rapid international expansion strategy. In April 2007 it opened its first flagship store in China. About a year later in September 2008 H and M's first Japanese outlet was opened in Tokyo, Japan. The world's then second largest economy. The new store—a four storey shop was strategically located just a few buildings down from their competitors Zara and Gap Inc stores. The floor space was more than 1000 square meter. The company had aggressive plan to open store in Japan. The timing of H and M's entry strategy into Japan, especially when the economy is struggling with recession and customers were tightening their purse was open to discussion. Besides, Japan was regarded as one of the world most competitive fashion markets. Market reports also suggested a declining market for clothing and designer. Observers calling it the toughest trading condition in the decade. However, H and M was confident of differentiating

itself and competing with expensive brands like Christian Dior, Giorgio Armani and Chand, as well as the none reasonably priced Gap and Japan's hugely popular Uniglo chain.

Questions :

- (a) Critically examine the decision of H and M entry to Japan.
- (b) Devise the strategy to justify H and M's entry to Japan and succeed in the market.