

MAY 2016

**P/ID 77574/PMBA2/
PMSA2/MBNA2**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Portray the designer's role in fashion.
2. Describe about the principles of fashion.
3. Explain about various fashion terminologies.
4. Define warehousing. Explain the role of warehousing in fashion business.
5. Illuminate the various marketing activities used in fashion forecasting.
6. Write a note on Asian fashion industry.
7. Discuss the different types of fashion shows.
8. Comment : Retail selling and Retailing policies.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Elaborate the fashion cycle process and discuss about the leaders of fashion.
10. State the factors influencing the environment of fashion.
11. List out the challenges faced by children and men's apparel forecasting.
12. Give in detail the trends of fashion industry in India.
13. Explain about foreign fashion markets.
14. Enumerate the challenges faced by Indian fashion industry.
15. Write about the types of fashion auxiliary services.
16. Discuss the fashion direction in fashion merchandising.

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PART C — (1 × 20 = 20 marks)

Compulsory.

17. Fashion forecasting may become inaccurate in sometime. Because fashion changes are occur throughout the year. Present style may change any time. It is difficult to say as to when a new fashion will be adopted by the consumers and how long it will be accepted by the buyers.

If the product is similar to the fashion and is popular, we are able to have the best result; and if our products are not in accordance with the fashion, then sales will be affected.

Give one example in the fashion world market as per the above said statements. Justify your answer with the fashion concept.

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