



PART B — (5 × 16 = 80 marks)

11. (a) Discuss the nature and size structure of Fashion Industry.

Or

(b) Explain the consumer influence on fashion market.

12. (a) Discuss the societal influence on fashion.

Or

(b) Explain the method of planning wardrobe for a man. Who is a marketing executive of age 35?

13. (a) Explain the traditional dress and designs of Nigeria and Japan.

Or

(b) Discuss the visual design in dress in Brazil and Germany.

14. (a) Explain the different techniques of research involved in Fashion Forecasting.

Or

(b) Give an account on Fashion Marketing Mix and segmentation of market for fashion apparels.

15. (a) Explain the role of fashion designers in Apparel Industry.

Or

(b) Discuss the steps involved in launching a new active wear for ladies in the apparel market.