B.TECH DEGREE EXAMINATIONS: MAY/JUNE 2013

Eighth Semester

FASHION TECHNOLOGY

FTY214 : Fashion Promotion

Time: Three Hours   **Maximum Marks: 100**

Answer all the Questions:-

PART A (10 x 1 = 10 Marks)

1. The dress sense of the Charles, Prince of Wales has been described as ----------------------- it reflects indifference to current fashion.

    a) deception   b) anti fashion

    c) fashion   d) allegory

2. The material function of clothing is -----------

    a) Individuality expressions   b) Social status

    c) Modesty and concealment   d) Religious status

3. Creation of new meanings and themes from materials and styles taken from the past is ----------

    a) ambivalence   b) pastiche

    c) bricolage   d) masquerade

4. All items in fashion and clothing, including the stiletto heel is considered as a symbol of ------------------.

    a) bricolage   b) pastiche

    c) Ambivalence   d) undecidability

5. The purpose of ------------- research is to provide accurate information of the variables under study.

    a) exploratory   b) casual

    c) descriptive   d) specific

6. This system of sampling has a random starting point after which every nth item is selected for sampling.

    a) Simple random sampling   b) Systematic random sampling

    c) Stratified random sampling   d) Proportionate sampling

7. Consumers who shops around for best deals are known as -----------

    a) Occasional   b) loyal

    c) Promiscuous   d) Insistent

8. The first step in consumer decision making process is ----------------

   a) Information search   b) Problem recognition

   c) Evaluation of alternatives   d) Post purchase evaluation

9. The function of a personal label is to display the mark of --------------

   a) Mass appeal   b) individuality

   c) Organizational brand   d) Product characteristics

10. An important step in new product development which involves the continuous and systemic opportunities of new concepts is called ----------

   a) Product screening   b) Idea generation

   c) Concept testing   d) Test marketing

PART B (10 x 2 = 20 Marks)

11. Give the meaning of anti fashion.

12. List any two examples to highlight the deceptive nature of fashion clothing.

13. What is meant by masquerade fashion.

14. Differentiate between the terms 'fashion & modernity' and 'fashion & post modernity'.

15. What is non-probability methods of sampling.

16. Give the importance of fashion marketing mix.

17. Quote any four examples for clothing used to cover body defects.

18. Highlight the meaning of society fashion.

19. Give the classification of fashion products.

20. Enlist the type of stores which sell personal labels.

PART C (5 x 14 = 70 Marks)

21. a) (i) Explain the role of fashion power and ideology with suitable examples. (7)

      (ii) Discuss the deceptive nature of fashion clothing. (7)

(OR)

   b) Narrate the material and cultural functions of fashion clothing.

22. a) Enumerate on the role of fashion in society.

(OR)

   b) Write short notes on:

      (i) Fashion and modernity (7)

      (ii) Fashion and bricolage (7)

23. a)   Elucidate on the steps involved in fashion marketing research.

(OR)

    b)   (i)   Explain about the different types of data sources   (7)

         (ii)   Write a note on sampling methods in fashion marketing research.   (7)

24. a)   Explain the role of design illusions in concealing body defects.

(OR)

    b)   Narrate the steps involved in the consumer decision making process.

25. a)   Enlighten on the process involved in fashion new product development

(OR)

    b)   (i)   Discuss the role of fashion designers in apparel market.   (7)

         (ii)   Explain the significance of Branded products.   (7)

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