KUMARAGURU
college of technology
character is life

Register Number: ………………..

B.TECH DEGREE EXAMINATIONS: APRIL 2015

(Regulation 2009)

Eight Semester

FASHION TECHNOLOGY

FTY214**:** Fashion Promotion

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

Answer all the Questions:-

PART A (10 x 1 = 10 Marks)

1. Styles in dress which are contrary to the current trends and popular styles are generally termed as --------------------
   a) deception   b) Fashion
   c) anti fashion   d) allegory

2. The development of the right combination of price, promotion, distribution and product is referred to --------
   a) Niche market   b) Marketing mix
   c) Marketing policy   d) Marketing research

3. Market segmentation carried out on the basis of nations, regions, states, counties and cities is termed as ------------------ segmentation.
   a) geographic   b) Demographic
   c) Psychographic   d) political

4. In general, _____ are always remembered but _____ are short lived.
   a) Classic, Fad   b) Staple, impulse
   c) Fad, Classic   d) Specialty, classics

5. Consumers perception of an actual or potential product is ---------------
   a) product Idea   b) product Concept
   c) product Image   d) product trial

6. In research, problem identification is undertaken to:
   a) Identify problems that may be   b) Facilitate clear marketing segments
      superficial or futuristic
   c) Find solutions for specific research d) develop a procedure for a primary research
      problems   plan

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7. The perceptions and ideas of consumers are gauged when new product ideas are presented directly or symbolically, during ---------
   a) idea generation
   b) concept testing
   c) marketing strategy
   d) screening

8. The process of using a name, phrase, design, symbol or combination of these to identify a product is known
   a) Repositioning product
   b) Branding of products
   c) Formation of family units
   d) Patenting of product

9. Identify the leading fast fashion store from the following
   a) Nike
   b) Zara
   c) Levi's
   d) Adidas

10. The basic needs of the people like food, shelter, and clothing fall under the category of ---------
    a) Norms
    b) cultural universals
    c) cultural practices
    d) Folkways

PART B (10 x 2 = 20 Marks)

11. Express the meaning of anti-fashion with a suitable example.

12. Compare fashion in terms of 'deception' and 'masquerade'.

13. Enlist the data sources for fashion.

14. Differentiate 'manufacturers brand' from 'private label brands'.

15. Distinguish between product idea, concept and image.

16. Design a garment which creates an illusion of height and slimness to cover body irregularities.

17. Write a short note on the latest generation of customers.

18. Quoting an example, explain fashion as a bricolage.

19. Briefly describe norms and their classification.

20. Enlist the stages in consumer decision making process.

PART C (5 x 14 = 70 Marks)

21. a)   Enumerate on the functions of fashion clothing with suitable examples

(OR)

    b)   Discuss the role of fashion as a tool for image creation and communication.

22. a)   Write notes on :
    (i)   Fashion and modernity   (7)
    (ii) Fashion and ambivalence   (7)

(OR)

b)   Critically examine the role of fashion and its impact on society.

23.   a)   Explain the influence of competitions within fashion market and green issues on fashion marketing.

(OR)

b)   Establish the steps involved in a research design to find solutions for any one problem in fashion marketing research.

24.   a)   Explain 'Wardrobe Applied Illusions' with suitable examples.

(OR)

b)   Explain the following:

(i)   Fashion in terms of 'Individualistic' and 'Societal'   (7)

(ii)   Consumer centric market in fashion   (7)

25.   a)   Design a plan for a new product in apparel/footwear highlighting the important stages which affect product development.

(OR)

b)   Explain the different types of apparel retail outlets and discuss the methods of sourcing their merchandise.

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