



**Høgskolen i Telemark**

Fakultet for allmennvitenskaplege fag

## SLUTTEKSAMEN

<b>Emnekode:</b>	<b>6084</b>
<b>Emnenamn:</b>	<b>Fashion Managment</b>
<b>Studiepoeng for emnet:</b>	<b>7.5</b>
Omfang av denne eksamenen i % av heile emnet:	60 %
Eksamensdato:	09.12.11
Eksamensstad:	New York
Lengde/tidsrom:	3 timer
Målform:	Engelsk
Ant. sider inkl. framside	8
Tillatne hjelpemiddel:	Norwegian- English dictionary
Merknader:	
Ant. vedlegg:	

Eksamensresultat finn du etter sensurfall ved å logge deg inn med brukarnamn og passord på StudentWeb (hit.no)



**ENGLISH:**

**MATCH (15 questions, 2 point each, 30 points total)**

**Word Bank:** *LDP, Minimum, Style, Fad, Psychographics, Licensing, Greige Goods, Vertical Operations, Protectionism, Sales Sample, Tech Pack, Grading, Juniors, Quick Response, Specialty Store, Demographics, Misses*

1. \_\_\_\_\_ is the ability for a retailer or manufacturer to react to current market trends and consumer wants.
2. \_\_\_\_\_ is the term used to describe unfinished fabrics.
3. \_\_\_\_\_
4. A \_\_\_\_\_ is the quantity of, number of styles, or dollar amount required by a factory in order to accept an order.
5. A \_\_\_\_\_ provides the manufacturer with exact details for finishing a garment, from button placement to pocket size.
6. A \_\_\_\_\_ carries a limited line of merchandise, usually in focused categories like fashion and shoes.
7. \_\_\_\_\_ price includes the cost of the garment, the shipping and taxes.
8. A \_\_\_\_\_ is an “almost finished” garment used to sell a line to retail buyers.
9. \_\_\_\_\_ is the exclusion or limitation of foreign goods in a domestic market.
10. \_\_\_\_\_ are the attributes of a customer, their lifestyle, values and personality.
11. \_\_\_\_\_ refers to a company that manufactures, wholesales and retails their own line.
12. A \_\_\_\_\_ is a short-lived trend.
13. A \_\_\_\_\_ is the characteristic or distinctive appearance of a garment.
14. \_\_\_\_\_ is the process of adjusting product pattern sizes using the sample size.



15. \_\_\_\_\_ is the term used to describe a young women's size zone.
16. \_\_\_\_\_ is an arrangement that allows a firm to use another brand's name on their goods, including eye glasses and bags.

**MULTIPLE CHOICE (20 questions, 2 points each, 40 points total)**

1. Ancillary fashion businesses include:

- A) Design, Distribution
- B) Marketing, Retailing
- C) Manufacturing & Production
- D) Advertising, Publishing
- E) All except C

2. One element of design is "taste," which refers to:

- A) An exclusive garment detail
- B) Prevailing opinion of what's appropriate on given occasion
- C) Classic haute-couture fashion
- D) Fad

3. What are considered components of fashion?

- A) Silhouette
- B) Detail
- C) Texture
- D) Color
- E) All of the Above

4. What is not a retarding factor in fashion:

- A) Local customs
- B) Religion
- C) Widespread Buying Power
- D) Modesty

5. Fashion adoption that assumes the masses look for direction from leaders is called:

- A) Downward flow
- B) Horizontal flow
- C) Upward flow
- D) Multi flow



6. The primary level of fashion is the business of:
- A) Manufacturing
  - B) Raw materials
  - C) Distribution
  - D) Marketing
7. E-Commerce refers to what type of business online?
- A) B2B transactions only
  - B) B2C transactions only
  - C) Non-transactional
  - D) B2B & B2C transactions
  - E) None of the Above
8. Social issues that affect fashion are:
- A) Leisure
  - B) Gender
  - C) Education
  - D) Mobility
  - E) All of the Above
9. Which of the following is not a natural fiber?
- A) Cotton
  - B) Silk
  - C) Polyester
  - D) Hemp
  - E) None of the Above
10. Sensory retailing in fashion includes which elements?
- A) Music
  - B) Food
  - C) Lighting
  - D) Aroma
  - E) All except B
11. Designers can create a garment via:
- A) Patternmaking
  - B) Sketching
  - C) Draping
  - D) All of the Above



12. One of the functions of the World Trade Organization is to:
- A) Administer trade agreements
  - B) Control shipping companies
  - C) Ensure world peace
  - D) Provide bureaucratic structure
13. Until the 1970s, most garment manufacturers in New York City were:
- A) Corporations
  - B) Small, independent and family run
  - C) Designer based
  - D) None of the Above
14. A merchandiser is responsible for the:
- A) Right Price
  - B) Right Time
  - C) Right Quantity
  - D) Right Product
  - E) All of the Above
15. The womenswear business is based primarily based in:
- A) New York City
  - B) Mid-atlantic states
  - C) San Francisco, CA
  - D) Dallas, TX
16. In menswear, bridge apparel refers to:
- A) Older Men
  - B) Young Men
  - C) Gap between young men and men
  - D) Expensive price point
17. The benefits of e-retailing are:
- A) measurable results
  - B) cheap costs
  - C) customer convenience
  - D) touch and feel
  - E) Both A & C



18. The steps of fashion production are:

- A) Research, develop, produce, distribute
- B) React, respond, cut, sew
- C) Research, respond, sew, distribute
- D) Develop, mood boards, produce, retail

19. A store that sells online and in a physical store is referred to as:

- A) Brick & Mortar
- B) Bricks, Slicks and Clicks
- C) Bricks & Clicks
- D) Pure Player
- E) Telemarketer

20. Which is an issue related to online global expansion:

- A) Language
- B) Shipping
- C) Design Elements
- D) Credit Cards
- E) All of the Above

**SHORT ANSWERS (5 questions, 4 points each, 20 points total)**

1. What are three things one must consider when choosing a factory?

2. Provide three ways a merchandiser decides what will be in a collection or not.

3. What are three current issues related to the fashion business?



4. Provide three examples of ways to support an online store?

5. What are the 4 BRIC countries?

**ESSAY QUESTIONS (2 questions, 30 points each, 60 points total)**

**Choose ONLY two of the following for questions to answer. Each answer should be approximately 1-2 pages each.**

1. You were asked to follow a US fashion company throughout the semester. Provide the following:

- A) A brief overview of the company (type, size, products, distribution channels, etc.), with a minimum of 5 indicators.
- B) SWOT analysis of your company (at least three items in each category)
- C) What is the greatest opportunity for this company? Provide 3 suggestions with support and analysis.

2. Fashion is a global business, with a supply chain that spans coast to coast, continent to continent. Provide at least 2 examples of how fashion is global, along with thoughtful analysis for each. Be sure to include opinions and facts.



3. Choose a decade in history and discuss the fashion of that decade, including trends, styles, silhouettes, etc. Who were the important designers of that decade? What political and cultural events and issues effected fashion? Have any of these fashions appeared recently in the fashion cycle?

4. There are a few important buzz words in today's news regarding fashion. They include: eco, sustainable, luxury, fair trade and craftsmanship. How are these terms interconnected? Why are they important? How are they evaluated? How do they fit into fashion's future?

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