



Høgskolen i Telemark

Fakultet for allmennvitenskaplege fag

FINAL EXAM

Course code:	6084 002
Course name:	Fashion Management
Credits:	
Percentage of total grade:	60%
Exam date:	November 30th 2012
Exam place:	New York
Time:	3 hours
Language:	English
Total pages inc. front page	3
Dictionary:	Yes
Comments:	
Number of attachments:	

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ENGLISH:

SHORT ANSWERS (10 questions, 10 points each, 100 points total)

Answer all questions concisely. Full sentences are not necessary.

1. **Describe the difference between a horizontal and vertical growth. Give an example for each.**
2. **Provide three examples of what happens in the production stage.**
3. **What do COG, FOB and LDP stand for?**
4. **Name three retarding factors in fashion.**
5. **What is the difference between downward and upward flow in fashion trends?**
6. **Give three examples of sensory retailing.**
7. **A merchandiser is responsible for the six “Rights.” Give three examples.**
8. **What is the profit margin for a brand that makes a trouser for \$32 and sells it on their e-commerce site for \$200? What is the mark-up being used?**
9. **What are three major issues related to doing business online?**
10. **What are two current issues that brands struggle with to ensure their brand is not destroyed?**



ESSAYS (2 questions, 25 points each, 50 points total)

Choose ONLY 2 of the 4 questions below to answer. Your answers should provide thoughtful analysis, in 2-3 handwritten pages.

1. 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, and why?
2. You have decided to create a new womenswear line, with a focus on sportswear. What three product categories are you most likely to create and why? (pants, skirts, tops--greatest mix and match capability) What are three major challenges you will most likely face and why? (minimums, costs, lead times, supply chain issues, quality) What two ways would you best market/sale your line? (tradeshow, fashion show, showroom)
3. New York has emerged as one of the most important fashion capitals in the world. What traits does it share with Paris and Milan? What makes it different? What issues might threaten New York's dominance in the fashion world? (industrial center, cheap immigrant labor, cultural center; port city, money focused, financial/advertising capital; online, off-shore manufacturing, technology)
4. Handbags emerged as the must-have fashion accessory in the 1990s. Why did this happen and how did it change the way consumers interacted with fashion? What are the repercussions? And do bags continue to be as important? Why or why not? What other products have or will take their place?