



Høgskolen i Telemark

Fakultet for allmennvitenskaplege fag

FINAL EXAM

Course code:	6084
Course name:	Fashion Management
Credits:	10 studiepoeng
Percentage of total grade:	60%
Exam date:	May 9th 2012
Exam place:	New York
Time:	
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. Provide three examples of how a merchandiser decides what will be in a collection or not.
2. Provide three examples of what happens in the production stage.
3. What are the 5 stages of the fashion cycle?
4. If a woman's handbag costs \$85.00 LDP (a luxury item), what will the wholesale and retail prices be, using 3.5 keystone for mark-up?
5. What are three social issues related to fashion?
6. What are three things a designer or brand must do to build a strong brand?
7. Give three examples of customer services that retailers can offer their customers.
8. What are three major issues related to doing business online?
9. List the four different major multi-channel retail variations.
10. Give three examples of natural fibers used to create clothing textiles.

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. Today's fashion world is very much focused on women. How did this come to be, and what were the major shifts and role changes that happened throughout the past 150 years that led to this focus. Be sure to include examples of important fashion designers, political movements and social changes.
2. China has become a global force in fashion. Give three reasons why. Provide one way they are trying to remain competitive.



3. We discussed Target, a popular “discount” retailer in the U.S. Give three examples of how Target has innovated in the retail sector. Relate each example to your personal shopping experience at Target.

4. You have been hired as a consultant by a prominent women’s ready-to-wear label to create a more interactive website. The company has asked you to focus on three important issues: CRM/CMR, Social Media and Targeted Merchandising. Provide a strategy related to each issue, including examples and supporting evidence.