



Høgskolen i Telemark

Fakultet for allmennvitenskaplege fag

FINAL EXAM

Course code:	6084
Course name:	Fashion Management
Credits:	7.5 studiepoeng
Percentage of total grade:	[60%] 150 points
Exam date:	6. Desember 2013
Exam place:	New York
Time:	09:00 – 12:00
Language:	English
Total pages inc. front page	
Dictionary:	Yes
Comments:	
Number of attachments:	none

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



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 what happens in the production stage.**
2. **Provide three examples of how a merchandiser decides what will be in a collection or not.**
3. **What is the difference between taste and style?**
4. **If a women's flip flop costs \$5.00 LDP, what will the wholesale and retail prices be, using 2.2 keystone for mark-up?**
5. **What is the difference between a specialty store and department store?**
6. **What are two examples of ancillary fashion businesses?**
7. **Name three accelerating factors in fashion.**
8. **What are three categories of womenswear?**
9. **What are three major issues related to doing business online?**
10. **Give three examples of manmade 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. China has become a global force in fashion. Give three reasons why. Provide one way they are trying to remain competitive.
2. 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?
3. Fashion is ultimately in the business of making money. A brand must convince a customer that their product is not only "beautiful" and "on trend" but also necessary. Give an example of a fashion item that went from want to need, trend to necessity, and explain the reasons why this happened.
4. E-Commerce has changed the way that fashion interacts with consumers. Give three examples of how fashion has changed using a current, active brand as an example.