



**Høgskolen i Telemark**

Fakultet for allmennvitenskaplege fag

## FINAL EXAM

<b>Course code:</b>	6084
<b>Course name:</b>	Fashion Management
<b>Credits:</b>	7,5
Percentage of total grade:	[ 60%] 150 points
Exam date:	May 13th 2013
Exam place:	New York
Time:	09:00-12:00
Language:	English
Total pages inc. front page	3
Dictionary:	Yes
Comments:	
Number of attachments:	

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 how a merchandiser decides what will be in a collection or not.**
2. **Provide three examples of what happens in the production stage.**
3. **Give examples of three price zones and what they represent.**
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. **A merchandiser is responsible for the six "Rights." Give three examples.**
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. 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 your opinions supported with facts.
2. 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?
3. You have chosen to open a new store in New York City for a contemporary lingerie brand. The space is 20 feet wide by 40 feet deep (800 square feet). Describe how you would set up your store. Also, describe how you would approach the 5 senses within your store and why.
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?