

**B.A. IN APPAREL DESIGN AND
MERCHANDISING (BAADM)**

Term-End Examination

June, 2012

00915

BFM-036 : FASHION IN THE GLOBAL ECONOMY

Time : 3 hours

Maximum Marks : 100

Note : Attempt any five questions.

1. "Globalization is a major trend in fashion marketing". Do you agree with this statement ? Explain giving examples. 20
2. In today's competitive market place, it is extremely important for fashion marketing companies to go in for 'branding'. Elaborate upon this statement giving reasons. 20
3. Fashion Forecasting is a very important tool for design and fashion marketing companies. Do you agree with this statement ? Elaborate giving reasons. 20
4. Briefly explain the various theories explaining adoption of fashion. 20

5. What is "Multi Fibre Agreement" ? Analyse the impact of removal of this agreement on India's apparel and textile exports. 20

 6. Technology has played a major role in changing the face of fashion marketing. Analyse this statement critically. 20
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