

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

**Term-End Examination**

**June, 2013**

**BFM-036 : FASHION IN THE GLOBAL ECONOMY**

*Time : 3 hours*

*Maximum Marks : 100*

*Note : Attempt any five questions.*

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1. Explain the following terms : (any 5) 5x4=20
    - (a) Fad
    - (b) Runway fashion
    - (c) Street fashion
    - (d) Haute couture
    - (e) Fashion victim
    - (f) High end
    - (g) Bespoke tailoring
  
  2. Explain the factors influencing fashion in detail. 20  
Support your answer with examples.
  
  3. Discuss *any two* in detail and support with examples. 10+10=20
    - (a) Women today are redefining fashion.
    - (b) Celebrity fashion and its influence on male dressing.
    - (c) Role of fashion weeks.

4. What is marketing environment ? Discuss micro and macro factors with the help of a diagram. 20
5. Write short notes on : 7+7+6=20
- (a) Role of marketing intermediaries for fashion products marketing
  - (b) Competitive forces in fashion sourcing
  - (c) Multi-fibre agreement
6. Elaborate on the evolution of fashion industry highlighting major developments. 20
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