

00743

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

Term-End Examination

December, 2011

BFM-036 : FASHION IN THE GLOBAL ECONOMY

Time : 3 hours

Maximum Marks : 100

Note : (i) *Attempt Any five questions.*

(ii) *Each question carries 20 marks.*

-
1. Briefly explain the various services and resources used by fashion and textile designers to analyse fashion trends. **20**
 2. Classify consumers into categories according to their adoption of fashion cycles. Give characteristics of each consumer category as well. **20**
 3. A major trend observed in fashion marketing is globalisation. Analyse the impact of global influences on fashion marketing. **20**
 4. Briefly explain the sizing methodology followed by apparel companies in Menswear, Womens wear and Childrenswear. **20**

5. Branding helps give a competitive edge to fashion marketers. Elaborate upon this statement. Give examples also. 20
6. Explain the salient features of corporations as means of ownership of textile and apparel companies ? Give examples of some of the corporations in the fashion industry. 20
-