

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

**Term-End Examination**

**June, 2011**

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

*Time : 3 hours*

*Maximum Marks : 100*

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- Note :** (i) *Attempt Any five questions.*  
(ii) *Each questions carries 20 marks.*
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1. What is fashion forecasting ? Why is it considered to be an invaluable tool for fashion companies ? Explain giving reasons and examples ? **20**
2. "The phasing out of MFA has posed new challenges for Indian apparel and textile exporters". Do you agree with this statement ? Give reasons. **20**
3. What are the advantages and disadvantages of import sourcing of textiles and apparel as compared to domestic production ? **20**
4. Analyse and explain the role of technology in changing the face of fashion marketing ? **20**

5. Explain in detail the following components of a brand. 20
- (a) Brand Strategy
  - (b) Brand Positioning
  - (c) Brand Personality.
6. Compare and contrast the advantages of sole proprietorship and partnership as means of ownership of an organisation ? Comment on the disadvantages of both means of ownership as well ? 20
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