

FASHION AND THE CONSUMER



Brand: Mehta Solutions

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Short Description

FASHION AND THE CONSUMER

case study

Description

Multiple Choices:

Q1. The component in which consumers must buy and wear a style to make it a fashion

1. Style
2. Acceptance
3. Change
4. Taste

Q2. The people who have too much money to spend and also becomes slaves to designer brands are

- 1. Fashion Victims**
- 2. Fashion Innovators**
- 3. Fashion Motivators**
- 4. Fashion Followers**

Q3. This style is usually less expensive than designer apparel

- 1. Contemporary Styling**
- 2. Moderate Styling**
- 3. Traditional Styling**
- 4. Classic Styling**

Q4. Polyester is an example of

- 1. Synthetic Fibers**
- 2. Regenerated Cellulose Fibers**
- 3. Man – Made Fibers**
- 4. Natural fibers**

Q5. This method is used to dye loose fabrics before yarn processing

- 1. Piece Dyeing**
- 2. Cross Dyeing**
- 3. Yarn Dyeing**
- 4. Stock Dyeing**

Q6. In this technique, a separate roller engraving is used for each color in the pattern.

- 1. Wet Printing**
- 2. Digital Printing**
- 3. Dry Printing**
- 4. Engraved Printing**

Q7. It is an Italian Fabric Fair that is held in March and October every year in Italy

- 1. Ideabiella**
- 2. Eurotuch**
- 3. Premiere Vision**
- 4. Interstoff Asia**

Q8. This lace is made in a Giant Web formed by linking chains of yarn

- 1. Barmen Lace**
- 2. Raschel Knitted Lace**
- 3. Leaver Lace**
- 4. Venice Lace**

Q9. It is a handbag in which both fabrics and leathers may be stitched by machine but, the closures must still be done by hand

- 1. Designer and Better Handbags**

- 2. Luxury Handbags**
- 3. Moderate and Inexpensive Handbags**
- 4. Portable Handbags**

Q10. A jewellery which is more trendy and utilizes metals, that imitate gold and silver is

- 1. Fine Jewellery**
- 2. Bridge Jewellery**
- 3. Costume Jewellery**
- 4. Fashion Jewellery**

Part Two:

Q1. Write a short note on 'Traditional Marketing chain'?

Q2. Differentiate between Collection Reports and Trend Reports?

Q3. Define 'Trickle Down Theory'?

Q4. State the functions of Jobbers and Brokers?

Q5. What are 'Hook – and – loop Fasteners'?

Q6. List the contribution of Fashioners to the Fashion Industry?

Q7. On the basis of the above Caselet describe the success of the Benetton's Supply Chain Management in today's scenario?

Q8. What are the motives for Consumer Buying? Discuss the fashion categories.

Q9. How would you elaborate the Fashion Accessories?

Q10. Explain the fashion service and resource in detail?

Details

1. Case study solved answers

2. pdf/word

3. Fully Solved with answers