

# FASHION AND THE CONSUMER



**Brand:** Mehta Solutions  
**Product Code:** case930  
**Weight:** 0.00kg

**Price: Rs500**

## 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**