

FASHION MARKETING
BFT(SEM III) Multiple choice questions

1. Marketing concept address the four P's: Product,Price,Promotion & -----
 - a) Place
 - b) Prestige
 - c) Presentation
 - d) Progress
2. A group of garments designed for a specific season.
 - a) Classic
 - b) Collection
 - c) Buying
 - d) Apparels
3. Any paid message in the media used to increase sales.
 - a) Advertising
 - b) Shopping
 - c) Buying
 - d) Interview
4. The business of buying fashion merchandise from a variety of resources and reselling it to ultimate consumers-----
 - a) Wholesalers
 - b) Fashion retailing
 - c) Marketing
 - d) Merchandising
5. Prediction of fashion trend.-----
 - a) Fashion forecasting
 - b) Marketing
 - c) Advertisement
 - d) Sale test
6. The difference between the cost price and selling price.
 - a) MRP
 - b) Markup
 - c) CP
 - d) Profit price
7. A price lower than the original wholesale price-----.
 - a) CP
 - b) Price
 - c) Off-price
 - d) Low-price

8. ----- is the process of market & trend research, merchandising, design and development of the final product.
 - a) Product development
 - b) Forecasting
 - c) Marketing
 - d) Research
9. Work on a new line begins approximately-----month before the selling season.
 - a) 9
 - b) 8
 - c) 10
 - d) 12
10. -----has the responsibility for merchandise content and assortment.
 - a) Store line
 - b) Market line
 - c) Buying line
 - d) Shopping line
11. Expand DMMs.-----
 - a) Divisional Merchandise Managers
 - b) Department of Merchandise Management
 - c) Division of Market Management
 - d) Department of Market Management
12. Expand MIS.-----
 - a) Merchandising Information System
 - b) Market Information System
 - c) Management Information System
 - d) Merchandise Introducing System
13. A merchandise-----is a collection of various styles, quantities and prices related merchandise, usually grouped under one classification within a department.
 - a) Parts
 - b) Assortment
 - c) Segmentation
 - d) Market
14. The difference between actual stock and planned stock equals ----- the value of planned purchases
 - a) open to buy
 - b) sales to stogle
 - c) end of each month balance
 - d) open stock
15. Expand OTB-----
 - a. Open-to –buy
 - b. Open- to – balance
 - c. Off- balance

- d. Out of table budget
16. ----- analysis shows the relationship between fixed costs variable or marginal costs, total cost, sales revenue and output or volume.
- a. Cost plus
 - b. Break even
 - c. Break down
 - d. MRP
17. ----- is any particular characteristic as look in apparel as accessories.
- a. Style
 - b. Change
 - c. Tosle
 - d. acceptance
18. ----- is defined as “generally one or more letters worked into some distinctive typographic designs”.
- a. Symbol
 - b. Logo
 - c. Sign
 - d. Desig
19. -----included bags, books, gift wraps, tissue papers and another form of material used to hold the target markets purchases.
- a. Polypacks
 - b. Gifts
 - c. Packaging
 - d. Holders
20. A ----- is an information log generated by the onmanufactures and attached to the product
- a. Hangers
 - b. Loopers
 - c. Hangtags
 - d. Posters
21. A ----- store operators on a low price margin
- a. Dealers
 - b. Supermarkets
 - c. Discount
 - d. Speciality
22. Set a low price to stimulate customer traffic
- a. Discount pricing
 - b. Low rate
 - c. High price
 - d. Price range
23. Design prices to encourage customers to purchase a newly introduced product

- a. Discount pricing
 - b. Product pricing
 - c. Promotional pricing
 - d. Market pricing
24. ----- is a classification of consumers based on activities, interests and opinions.
- a. Psychographics
 - b. Demographic
 - c. Sociological
 - d. Anthropological
25. ----- is where profit is expressed as a percentage of the sale price.
- a. Break-down
 - b. Break-up
 - c. Markdown
 - d. Markup
26. Crabielle coco chanel, is internationally known as-----
- a. Coco
 - b. Chanel
 - c. GC
 - d. Charel coco
27. The customer perceives the value of the product to be worth the price.
- a. Cost oriented pricing
 - b. Volume-based pricing
 - c. Promotional price
 - d. Discount pricing
28. Market-----pricing occurs when the product's initial price is set low.
- a. Penetrating pricing
 - b. Skimming price
 - c. Psychological price
 - d. Discount price
29. The types of discount pricing strategies are popular in the fashion industry 1)-----
----- 2) Seasonal discount
- a. Value discount
 - b. High discount
 - c. Quantity discount
 - d. Discount sale
30. ----- discount is provided when merchandise is purchased in bundles or multiple units
- a. Quantity
 - b. Quality
 - c. Rate

- d. Cost price
31. A ----- discount is used to sell merchandise that is out of season
- a. Seasonal
 - b. Quantity
 - c. Style
 - d. Time
32. ----- occurs when pricing is used as the basis to make consumers “feel more favourable” about a product
- a. Value based pricing
 - b. Discount pricing
 - c. Membership pricing
 - d. Psychological pricing
33. ----- is an assessment of market segment option, the competition, the marketing environment and major trends
- a. Marketing analysis
 - b. Market rating
 - c. Facasting
 - d. Valuations
34. ----- will slowly rise in popularity only to suffer an abrupt decline as they become adopted
- a. Classic
 - b. Style
 - c. Trend
 - d. Fad
35. ----- is the study of changes in the rose and make up of the population
- a. Demographic
 - b. Psychographic
 - c. Population
 - d. Statistics
36. ----- involves ses of detailed question that are asked to determeine the status of a firm in relation to its objectives, sustomers, competition and marketing environment
- a. Marketing segment
 - b. Marketing audits
 - c. Market research
 - d. Market survey
37. Describes the specific combination of marketing variables, the four P’s-----
- a. Marketing rise
 - b. Market study
 - c. Market variables
 - d. Marketing

38. ----- are places for buying and selling
- Markets
 - Shop
 - Store
 - Margin free
39. ----- is where profit is expressed as a percentage of costs.
- Mark-up
 - Break up
 - Break down
 - Break even
40. Expand MFA -----
- Multiple fabric agents
 - Multi fibre Agreement
 - Mass Fibre Arrangement
 - Multi Fabric Allotment
41. ----- is anything that can be offered in the market place that might satisfy a need
- Product
 - Prize
 - Offer
 - Discount
42. ----- is the assortment of fashion products that a company offers for sale at any point in time.
- Fashion
 - Collection
 - Product range
 - Gevels
43. Media coverage that is not paid for and has a mass audience and a high level of credibility
- Publicity
 - Promotion
 - Poster
 - Catalog
44. SWOT ----- strengths, weatness, oppourtunities and -----
- Taste
 - Threats
 - Trade
 - Trend
45. ----- stores that sell manufactures aversuns directly to the customer
- Factory outlet
 - Retail outlet

- c. Superstore
 - d. Department
46. An industry buzz word signifying electronic retailing
- a. c – tailing
 - b. B – tailing
 - c. E- tailing
 - d. Catalog
47. Visual presentation of merchandise -----
- a. Display
 - b. Presentation
 - c. Show
 - d. Event
48. Income left after the basic necessities have been paid for
- a. Disparable income
 - b. Discretionary income
 - c. Personal income
 - d. Sales income
49. Report and ideas available by subscription to manufactures and retailers predictives-----

- a. Reports
 - b. Design services
 - c. Publications
 - d. New reports
50. Any resource from which a designer obtains ideas
- a. Design resource
 - b. Ethnic level
 - c. Research
 - d. Evaluation of collection
51. Expand CIM
- a. Company Integrated Manufacturing
 - b. Computer integrated manufacturing
 - c. Computerised industry machine
 - d. Computer integrated mechanism
52. ----- is the difference in value between a country's exports and emports
- a. Duties
 - b. Balance of trade
 - c. Tariff
 - d. Quota allocation
53. ----- is the trade name that identifies a certain product made by a particular producer
- a. Branle

- b. Buyer
 - c. Shop
 - d. Trade amark
54. French word for a small shop with unusual clothing and atmosphere-----
- a. Tailoring
 - b. Atelien
 - c. Boutique
 - d. Prêt-a-porter
55. French word for designer workship
- a. Couture
 - b. Atelien
 - c. Prêt – a porter
 - d. Tailleur
56. Alta moda -----
- a. Italian coutue
 - b. french coutine
 - c. American couline
 - d. European coutiue
57. A fashion that long lasts
- a. Classic
 - b. Fad
 - c. Trend
 - d. Interrupted fashion
58. English term for made- to- measusre men's suits
- a. Bespoke
 - b. Couline
 - c. Folk costume
 - d. Custom made
59. ----- is tha trend for manufactures and retailers to expand throughout the world
- a. Globalization
 - b. Naturalization
 - c. General agreement
 - d. Expansion
60. ----- is the group of consumers to whom a producer, manufactures or retailer aims products, services and advertising
- a. Stylist
 - b. Target market
 - c. Buyer
 - d. Audience
61. ----- name identify products made by a particular manufactures

- a. Brand
 - b. Franchis
 - c. Unique
 - d. Store
62. Under ----- agreement, popular designers and brand name manufactures give other manufactures permission to use their names.
- a. Royalty
 - b. Bilateral
 - c. Licensing
 - d. Mutual
63. ----- is a percentage of wholesale sales paid to the designer brand name.
- a. Royalty
 - b. Profit
 - c. Commission
 - d. Margin
64. Certain manufactures avoid retailers altogether by mailing their own catalogs directly to the public, called -----
- a. Direct marketing
 - b. Indirect promotion
 - c. Promotion
 - d. Marketing
65. In ----- agreement, a manufactures sells the rights to retail its merchandise as product time.
- a. Licensing
 - b. Franchising
 - c. Royalty
 - d. Direct
66. ----- is information given to the public regarding products, policies, personnel, activities or services.
- a. Publicity
 - b. Editor
 - c. Report
 - d. Hangtag
67. Advertising is the planning, ueriting, producing and scheduling of ----- designed to attract customers.
- a. Event
 - b. Show
 - c. Paid announcement
 - d. Video
68. The price paid by the retailer to the manufacturer for a garment is known as the -----

- a. Cost price
 - b. Market price
 - c. Selling price
 - d. Discount price
69. Margin -----
- a. Break up
 - b. Mark- up
 - c. Mark-down
 - d. Break down
70. Expand VAT
- a. Value added tax
 - b. Variable agreement trade
 - c. Visual arrangement of trend
 - d. Value agreed on trade
71. ----- is calculated at the range selection stage before order qualities are finalisect.
- a. Average selling price
 - b. Market price
 - c. Cost price
 - d. Margin price
72. New ranges are launched for ----- main reasons per year.
- a. 4
 - b. 3
 - c. 2
 - d. 1
73. ----- general merchandise store, including apparel, household goods and furniture.
- a. Wholesale
 - b. Department store
 - c. Regional store
 - d. Speciality store
74. ----- is the term offer used by the industry to describe online retailing vis the internet.
- a. Whole sale
 - b. E- Commerce
 - c. Catalog
 - d. Tele- Shopping
75. ----- retailing offers merchandises to consumers in a catalog as directional format
- a. Mail order
 - b. E- Commerce

- c. E-retailing
 - d. Chain store
76. ----- stores owners hires more employee and increases space
- a. Large
 - b. Small
 - c. Partnership
 - d. Franchise
77. A successful unit store may open additional locations, to grow into a ----- unit operation,
- a. Single
 - b. Branch
 - c. Chain
 - d. Multiple
78. ----- store is often managed by one person usually the owner.
- a. Small
 - b. Large
 - c. Corporate
 - d. Single
79. Any store that is price- directed is a ----- store
- a. Small
 - b. Department
 - c. Corporate
 - d. Promotional
80. The retailers charge a small membership fee, offer consumers deep discounts on general merchandise -----
- a. Warehouse club
 - b. Mass- merchants
 - c. Retail store
 - d. Outlets
81. ----- is the group of consumers to whom a producer, manufactures or retailer aims products, services and advertising
- a. Stylist
 - b. Target market
 - c. Buyer
 - d. Customer
82. ----- is a designer or fashion leader who sets a fashion directton
- a. Trend setter
 - b. Stylist
 - c. Trend buyer
 - d. Buyer

83. ----- stores cater to a particular target customer by providing a narrow focus of merchandise
- Department store
 - Speciality
 - Regional
 - Departmental
84. ----- is the means of communication, newspapers, magazines, radio, TV, and direct mail.
- Current
 - Reports
 - Media
 - Service
85. ----- which carry just one category of merchandise
- Single-line
 - Single trend
 - Limited line
 - Multiple line
86. Store which carry only private label merchandise.
- Single line
 - Single brand
 - Limited line
 - Multiple line
87. ----- retailer carry a wider variety of categories, such as women's and men's apparel accessories
- Limited line
 - Multiple line
 - Department
 - Mass merchant
88. A single unit store may open additional locations, a----- operation
- Multiple unit
 - Chain store
 - Malls
 - Liaised store
89. Store owned by a single person -----
- Partnership
 - Mass merchants
 - Sole proprietorship
 - Corporation
90. Business owned by two or more persons under a contractual agreement
- Mass merchants
 - Merchants

- c. Partnerships
 - d. Corporate
91. The means to communicate a store's fashion, value and quality message to prospective customers.
- a. Visual merchandising
 - b. Buying merchant
 - c. Buying house
 - d. Presentation
92. The timing of seasonal markets analies up a -----
- a. Calender
 - b. Market list
 - c. Marketing calendar
 - d. Activity calendar
93. Involves the presentation of the product or line to the sales staff by the merchandising and marketing division
- a. Line preview
 - b. Line release
 - c. Displau
 - d. Launching
94. ----- indicates when retail orders are completely filled
- a. Purchase order
 - b. Start to ship
 - c. Ship complete
 - d. Selling
95. ----- involves the assembling of a commercially acceptable collection of garments within the planned limitation finance and design.
- a. Range planning
 - b. Line
 - c. Sampling
 - d. Market meeting
96. Low price margin store -----
- a. Dealers
 - b. Supermarkets
 - c. Discount
 - d. Specialty
97. System design to plan, price, premol and want satisfying product to the target customers to achieve organisational goal.
- a. Marketing
 - b. Sourcing
 - c. Market calendar
 - d. Bevdgeting

98. ----- is generally communicating with the public in an attempt to influence them towards buying your products or service.
- Advertising
 - Promotions
 - Reports
 - Magazines
99. Interior displays may take the form of ----- presentations
- Image
 - Visual
 - Attract
 - Trend
100. ----- is the character or personality that a store presents to the public
- Store image
 - Publicity
 - Product advertisement
 - Posters
101. Vitrines -----
- Glass cases
 - Fixtures
 - Stunels
 - Wooden case
102. Star fixtures -----
- Two arms
 - Three arms
 - Four arms
 - Five arms
103. ----- focuses on fashion image, fashion leadership, community goodwill, special events, etc.
- Image advertising
- Item advertising
- Product advertising
- Promotion
104. ----- is created to sell merchandise
- Image advertising
 - Item advertising
 - Product advertising
 - Promotion
105. ----- advertising is price directed.
- Image
 - Item

- c. Promotional
 - d. Valuation
106. A copy of a garment having feature like that of the original is
- a. Adoption
 - b. Adaptation
 - c. Absorption
 - d. Rejection
107. Expand ROP-----
- a. Run- of press
 - b. Run out press
 - c. Run to promote
 - d. Rate of press
108. Run of press -----
- a. Newspaper advertisements
 - b. Reports
 - c. News
 - d. Editorial
109. Prime time, the most expensive is -----
- a. 6:00 am to 8:00 pm
 - b. 7:00 am to 11:00 pm
 - c. 8:00 pm
 - d. 5:00 pm
110. A ----- is a company that occurs textile machinery and makes fabric.
- a. Production
 - b. Mill
 - c. Cottage industry
 - d. Manufacturing
111. Unfinished fabrics -----
- a. Greige goodsravels
 - b. Handmade
 - c. Natural fibric
112. A -----of fabric is a company that buys cloth and sells it.
- a. Third source
 - b. Secondary source
 - c. First hand
 - d. Fibber
113. Textile brokers -----
- a. Fabric merchants
 - b. Agents
 - c. Promotors
 - d. Informers

114. ----- included the actual transportation of the product
- Channels
 - Distribution
 - Transfer
 - Handle
115. What a business offers customers to satisfy needs.
- Product
 - Discounts
 - Off-price
 - Off season
116. Expand TQM
- Total Quality management
 - Total Quantity Management
 - Test quality Management
 - Trade Quota management
117. A ----- is enclosed with a climate controlled walleway between two facing strips if stores.
- Quantitative
 - Qualitative
 - Long term
 - Short term
118. Categories of styles that appeal to different consumers.
- Style
 - Style ranges
 - Collection
 - Line
119. The ability of a line to sell regularly and steadily at full price
- Selling
 - Trading
 - Sel through
 - Sell on
120. The wholesale price plus a mark-up covering the retailers operating costs and a profit
- Retail price
 - SP
 - CR
 - MRP
121. The group of consumers to whom a producer, manufacturer or retailers aims products, services and advertising
- Target market
 - Producer

- c. Customer
 - d. Seller
122. The number of times a store's merchandise stock is sold and replaced in a given period.
- a. Stock turnover
 - b. Off- stock
 - c. Stock quantiy
 - d. Check out
123. The outline of a garment
- a. Style
 - b. Outlook
 - c. Silhouette
 - d. Trend
124. Retailers buy from new resources to obtain fashion newness
- a. Trend buying
 - b. Buying
 - c. New trend
 - d. Trendy wear
125. Suppliers also known as -----
- a. Vendors
 - b. Buyer
 - c. Purchaser
 - d. merchants
126. size range in feminine apparel in even numbers
- a. petite
 - b. missy
 - c. WL
 - d. Fimior
127. Salon de presentations -----
- a. Show room
 - b. presentations
 - c. visual value
 - d. image
128. A show of designer clothes that moves from store to store
- a. track
 - b. trunk show
 - c. events
 - d. faive
129. A price lower than the original wholesale price -----
- a. CP
 - b. Price

- c. Off – price
 - d. Low- Price
130. ----- is defined as “ generally one or more letters worked into some distinctive typegraphic designs”
- a. Symbol
 - b. Logo
 - c. Sign
 - d. Design
131. ----- is an assessment of market segment options, the competition, the marketing environment and major trends.
- a. Market rating
 - b. Forecasting
 - c. Marketing analysis
 - d. Valuations
132. Size range of female apparel in odd numbers, 3 to 15
- a. Missy
 - b. Junior
 - c. Petite
 - d. Woman’s
133. A person employed to create ideas for garments or accessories in the fashion industry is known as -----
- a. Buyer
 - b. Consumer
 - c. Designer
 - d. Customer
134. Fashion which are popular for a relatively short period of time, usually no longer than one season
- a. Fashion
 - b. Facts
 - c. Classic
 - d. Trend
135. ----- are customers charges imposed on imports in an attempt to protect domestic industry
- a. Imports
 - b. Duties
 - c. Logistics
 - d. VAT
136. The purpose of marketing is to maximise a company’s sales by selling products which meet ----- needs effectively.
- a. Buyer
 - b. Researchers

- c. Consumers
 - d. Vendors
137. Typical locations for customers, cities, towns, villages and types of housing
- a. Geographic segmentation
 - b. Psychographic
 - c. Market segment
 - d. Social segmentation
138. In ----- stage of the product lifecycle a style is likely to be discounted.
- a. Introduction
 - b. Rejection
 - c. Decline
 - d. Absorption
139. Consumers want to test product at -----
- a. Average price
 - b. Best price
 - c. Low price
 - d. Cost price
140. A ----- price policy is a form of price discrimination over time
- a. Skimming
 - b. Penetrating
 - c. Qual
 - d. Competitions
141. The most significant international fashion trade fair for fabrics-----
- a. Premiere vision
 - b. Yarn shows
 - c. Pitti filati
 - d. Salon
142. ----- are manufacturers' travels that are available nationwide
- a. Dealers brands
 - b. International
 - c. National brand
 - d. House brand
143. ----- means cut and produce only against orders.
- a. Order number
 - b. Contract
 - c. Cut- to- order
 - d. PO
144. ----- is the character or personality that a store presents to the public
- a. Store image
 - b. Publicity

- c. Advertisement
 - d. Presentation
145. ----- is the means of communication, newspapers, magazines, radio , TV and direct mail
- a. Current
 - b. Reports
 - c. Media
 - d. Publication
146. Title given for the person responsible for the technical and quality aspects of a garment range.
- a. Quality controller
 - b. Checking manager
 - c. Manager
 - d. Director
147. Storage and transportation-----
- a. Physical distribution activities
 - b. Storage function
 - c. Buying function
 - d. Store activities
148. Retailers are attempting to become consumer driven to satisfy the consumer expectations.
- a. Value directed
 - b. Entertainment
 - c. Service oriented retailing
 - d. Promotion
149. The planning, buying and ----- are major responsibilities of a store buyer
- a. Selling
 - b. Transferring
 - c. Informing
 - d. Pricing
150. The purchase of the ----- is more than half the job of sales
- a. Merchandise
 - b. Right merchandise
 - c. Demand
 - d. New trend
151. Obsolescence -----
- a. Rejection
 - b. Expectance
 - c. Increase
 - d. Off- trend

152. The depth of markclours is very often related to the ----- of the season
- Trend
 - Time
 - Fashion
 - Colours
153. The number of times the average stock is sold over a period of time
- Stock turnover
 - Stock
 - Stored merchandise
 - Sold rate
154. What become fashionable usually elepenels upon the ----- of the year.
- Seasons
 - Time
 - Mood
 - Demand
155. The occupational guessing game for the fashion industry -----
- Planning
 - Forecasting
 - Listing demand
 - Analysis
156. ----- is a cycle beginning with a decrease in spending due to the lack of money
- Inflation
 - Inpraisal
 - Recession
 - Stock market
157. A ----- policy is usually associated with high price lines.
- Serviceable
 - Top quality
 - Mid-time
 - Demand
158. A ----- is a name, traclrmatic or logo which is used to identify the product of a specific makes
- Brand
 - Calligraphy
 - Tag
 - Label
159. A ----- brand is one that meets the standards of the retail store where it is sold.
- Signature
 - Designer

- c. Private
 - d. Dealer
160. A ----- brand is one that is associated with a “name “.
- a. Signature
 - b. Designer
 - c. Private
 - d. Dealer
161. The ----- refers to the rise, wide popularity or acceptance by masses of people, and then the decline in the acceptance of style
- a. Fashion cycle
 - b. Promotion
 - c. Design for caste
 - d. Research
162. The first date when a seasons’ s orders can begin to be shipped to detailers
- a. End ship date
 - b. Line preview
 - c. Line release
 - d. Start ship date
163. Profit expressed as a percentage of the sale price
- a. Mark down
 - b. mark up
 - c. Break down
 - d. Break even
164. ----- date is the merchandisers deadline for having all prototypes and pricing for a new product line completed.
- a. Line preview
 - b. Deadline
 - c. Line presentation
 - d. Line releases
165. ----- goods are frequently purchased with little thought effort or attempt.
- a. Convenience
 - b. Shopping
 - c. Speciality
 - d. Fashion
166. Brands help to eliminate in limitation products
- a. Ture
 - b. False
167. Expand EOV
- a. Electrically operated unit
 - b. Export oriented unit
 - c. Elected operator of unit

- d. Excepted outlook of uniform
168. A ----- discount is used to sell merchandise that is out of season
- a. Seasonal
 - b. Quantity
 - c. Style
 - d. Time
169. ----- is the brand for manufacturers and retailers to expand throughout the world
- a. Naturalization
 - b. General agreement
 - c. Expansion
 - d. Globalization
170. ----- is the term often used by the industry to describe online retailing via the internet
- a. Catalog
 - b. E-Commerce
 - c. Catalog
 - d. Tele-Shopping
171. ----- pricing done as per customers who judge the quality of the product by its price.
- a. Prestige
 - b. Geographic
 - c. Dual
 - d. Psychological
172. The price increases when demand increases and price ----- when demand decreases
- a. Varies
 - b. Fluctuates
 - c. Decreases
 - d. Changes
173. ----- provides a framework for identifying consumer needs and target markets and enables the anticipation of consumer responses to marketing action.
- a. Consumer behaviour
 - b. Research
 - c. Marketing
 - d. Survey
174. ----- built business by providing merchandise at loq price , limited service in no frill environment.
- a. Department store
 - b. Mass merchants
 - c. Specialty

- d. Outlets
175. ----- is media coverage that is not paid for and has a mass audience and high level of credibility
- a. Publicity
 - b. Reports
 - c. Sources
 - d. Marketing
176. Anything that can be offered in the market place that might satisfy a need.
- a. Plan
 - b. Product
 - c. Discount
 - d. Item
177. Collection is a group of garments designed for a specific-----
- a. Season
 - b. Market
 - c. Specific segment
 - d. Brand
178. ----- means a worldwide search for the best available fabrics as garment production at the best price
- a. Fabric planning
 - b. Purchase order
 - c. Sourcing
 - d. Trade fair
179. The surface interest in a fabric or a garment is called -----
- a. Lusture
 - b. Loft
 - c. Jenlure
 - d. Sithouvette
180. Overall outline of a garment is called
- a. Ready to wear
 - b. Style
 - c. Trend
 - d. Sithovette
181. ----- are customs charges imposed on imports in an attempt to protect domestic industry
- a. Duties
 - b. Imports
 - c. VAT
 - d. Tare
182. ----- provide a means of diversification for the designers as brand without the risk of capital investment or the responsibility of production

- a. Royalty
 - b. Licenses
 - c. Leased
 - d. Agreements
183. ----- is a place where manufactures sales representatives show samples to prospective retail buyers
- a. Outlet
 - b. Shorooms
 - c. Shops
 - d. Markets
184. The toddlers apparel, for the child who has learned to walk are sized
- a. 2T,3T,4T...
 - b. 4 to 7
 - c. 3,6and 9 months
 - d. 4 to 6X
185. Missy sizes 6 to 16 are for the female figures
- a. Junior
 - b. Children
 - c. Mature
 - d. Woman
186. ----- implies that the consumers must buy and wear a style to make it a fashion
- a. Acceptance
 - b. Taste
 - c. Trend
 - d. Style
187. Expand GNP
- a. Grade national policy
 - b. Gross national product
 - c. Gross net price
 - d. Gross national productivity
188. ----- are goods that are brought in from a foreign country to sell here
- a. Imports
 - b. Exports
 - c. Franchise
 - d. Export products
189. Advertising is a paid message I in the media used to ----- sales
- a. Increase
 - b. Decrease
 - c. Fluctuate
 - d. Circulate

190. .

ANSWERS

1.A	2.B	3.A	4.B	5.A	6.B	7.C	8.A	9.B	10.	11.A	12.A
13.B	14.A	15.A	16.B	17.A	18.B	19.C	20.C	21.B	22.A	23.C	24.A
25.C	26.A	27.B	28.A	29.C	30.A	31.A	32.D	33.A	34.D	35.A	36.B
37.A	38.A	39.A	40.B	41.A	42.C	43.A	44.B	45.A	46.C	47.A	48.B
49.B	50.A	51.B	52.B	53.A	54.C	55.B	56.A	57.A	58.A	59.A	60.B
61.A	62.C	63.A	64.A	65.B	66.A	67.C	68.A	69.B	70.A	71.A	72.C
73.B	74.B	75.A	76.B	77.D	78.A	79.D	80.A	81.B	82.A	83.B	84.C
85.	86.	87.B	88.A	89.C	90.C	91.A	92.C	93.A	94.C	95.A	96.B
97.A	98.B	99.A	100.A	101.A	102.C	103.B	104.C	105.A	106.A	107.A	108.B
109.B	110.A	111.B	112.A	113.	114. A	115.A	116.A	117.B	118.B	119.C	120.A
121.A	122.A	123.C	124.A	125.A	126.B	127.A	128.B	129.C	130.	131.C	132.B
133.C	134.B	135.B	136.C	137.	138.C	139.B	140.A	141.A	142.A	143.C	144.A
145.C	146.	147.A	148.C	150.A	151.B	151.A	152.B	153.A	154.A	155.B	156.C
157.B	158.A	159.C	160.B	161.A	162.D	163.A	164.A	165.A	166.A	167.B	168.A
169.D	170.B	171.A	172.C	173.A	174.	175.A	176.B	177.A	178.C	179.C	180.D
181.A	182.B	183.B	184.A	185.C	186.A	187.B	188.A	189.A	190.		