

K. J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH

Program: PGDM RM Trimester –VI (Batch 2016-18)

**Subject: Fashion Retail
(End Trimester Examination)**

Date of Exam: 10th April 2018

Time: 2 hours

Marks: 25

Notes:

- 1. Attempt any TWO QUESTIONS from section A.**
- 2. Section B is compulsory**
- 3. Supplement your answers with suitable theory and examples where necessary.**

SECTION A

Question 1: “Alcis is an authentic sportswear. This brand was born to celebrate uniqueness and authenticity when it comes to performance and sports. ALCIS has been chiseled with a belief that raced ahead to become a global youth lingo. It’s a breed that believes, fitness packed with strength, speed and endurance is ultimate goal. This brand offers fitness gear, which is an electrifying mix of technology and fashion, both for Men and Women. Its portfolio spread across the categories like – Running, Training, Yoga, Soccer, Tennis. Alcis Sports is also the exclusive licensee for the official fanwear merchandise of 2018 FIFA World Cup Russia.”

What are the challenges and opportunities for retailing Alcis sportswear in India.

Question 2: Vogue has acted as a champion for the fashion retail industry. How has it remained relevant to the millennial. Comment on its revenue model and digital content.

Question 3. What is meant by ‘Zara’ fast fashion business model? How should ‘Zara’

compete with imitators like Uniqlo from Japan and Topshop from UK.

Question 4. Fashion Retailing is moving towards Omnichannel. Explain with suitable examples.

SECTION B

Question 5. Short Notes (Any One) (5Marks)

- i) Impact of demographics and urbanization in global fashion retail
- ii) Loyalty program of a leading fashion retailer
- iii) Leading individual fashion designer with a successful retail strategy