

**Graduate Exit Survey
Fashion Merchandising
Sam Houston State University
College of Humanities and Social Sciences
Department of Family & Consumer Sciences**

SECTION V: SUBJECT MATTER - FASHION MERCHANDISING

DIRECTIONS: Please follow directions for each type of statement given below.

MULTIPLE CHOICE

DIRECTIONS: In the blank to the left of each item, write the capital letter which corresponds to the **best** answer.

- _____ 1. An inside button attached to the waistband of a skirt or pair of slacks should be
- A. similar to, but smaller than, the outside button.
 - B. similar to, but larger than, the outside button.
 - C. flat and clear.
 - D. flat and of a color that contrasts with the fashion fabric's background.
- _____ 2. Pockets that are inserted so that they are not visible or part of the apparent design of the garment are
- A. in-seam pockets.
 - B. frontier pockets.
 - C. patch pockets.
 - D. welt pockets.
- _____ 3. Which of the following would be considered "clothing"?
- A. shoes
 - B. plastic nails
 - C. handbags
 - D. all of the above
- _____ 4. The "ideal body" is
- A. stable throughout various cultures.
 - B. stable throughout history.
 - C. uninfluenced by historical/cultural events.
 - D. subject to changes in fashion.
- _____ 5. The direction in which fashion styling is moving is known as
- A. fashion forecasting
 - B. style range.
 - C. fashion trend.
 - D. target marketing.

- _____ 6. Mr. and Mrs. Brown bought a tricycle for their 22-month-old child, Roger. It was labeled “for age 3 and up,” but they ignored the warning. It tipped over, and Roger broke his arm. Is it ethical for the Browns to sue the manufacturer?
- A. Yes, because the bike was proven inherently unsafe for a child to use.
 - B. Yes, because the child is a minor, and the courts will always uphold minors’ rights in product safety cases.
 - C. No, because the item was clearly labeled for a specific age and the parents ignored this warning.
 - D. No, because the person to sue is the retailer who is absolutely liable for the sale of products which cause injuries.
- _____ 7. A rational consumer may prefer to consistently buy some brand-name products because
- A. they will vary less in quality than other products.
 - B. there is less variance in design and model type over time.
 - C. information costs are lower than on non-brand products.
 - D. all of the above are legitimate reasons for a rational consumer to consistently buy brand-name products.
- _____ 8. The Consumer Affairs Council was established
- A. to coordinate the activities of the national consumer groups.
 - B. to mediate consumer complaints about products.
 - C. to develop ways for federal agencies to respond to consumer issues.
 - D. by Congress to get input into pending consumer legislation.
- _____ 9. Consumers can get loans on their life insurance policies if
- A. their credit rating is good.
 - B. they intend to use the money for a durable good.
 - C. they are willing to pay an above average interest rate.
 - D. the policy has a cash value.
- _____ 10. For which of these fibers would pilling NOT likely be a problem?
- A. cotton
 - B. polyester
 - C. nylon
 - D. acrylic
- _____ 11. The greasy by-product of wool production is called
- A. raw wool.
 - B. lanolin.
 - C. swint.
 - D. garnet.
- _____ 12. Angora fiber is a product of which animal?
- A. goat
 - B. rabbit
 - C. musk ox
 - D. vicuña

- _____ 13. Felting is a type of shrinkage associated with
- A. cotton.
 - B. wool.
 - C. silk.
 - D. polyester.
- _____ 14. Fabrics which need the most pre-cutting planning are
- A. napped fabrics.
 - B. pile fabrics.
 - C. uneven plaids.
 - D. directional designs.
- _____ 15. The main purpose of darts in garments is to
- A. decorate the garment.
 - B. fit the fabric smoothly over the body's contours.
 - C. take the place of seams.
 - D. all of the above.
- _____ 16. A double notch on the armhole seam indicates a match to the
- A. bodice front.
 - B. bodice back.
 - C. top of the sleeve.
 - D. underarm seam.
- _____ 17. Blocks have _____ that slopers do not have.
- A. seam allowances
 - B. notches
 - C. darts
 - D. alteration lines
- _____ 18. A retailer can best create exclusivity through the use of
- A. an open distribution policy.
 - B. brand name merchandise.
 - C. leased departments.
 - D. private label merchandising.
- _____ 19. It would be helpful for the marketer of a man's cologne to know whether his or her target customer earning \$35,000 is a junior stock exchange analyst or a transcontinental truck driver. This data would be classified as
- A. demographics.
 - B. psychographics.
 - C. neither demographics nor psychographics.
 - D. analytical research.
- _____ 20. Which of the following requires greater twist for durability?
- A. monofilament yarn
 - B. multifilament yarn
 - C. staple fiber (spun) yarn
 - D. A, B, and C require the same amount of twist.

- _____ 21. Filament yarns are generally characterized by
- A. greater luster.
 - B. less strength.
 - C. dull appearance.
 - D. more variety in texture.
- _____ 22. Feathery gray ash and the smell of burning paper indicates that the fabric burned may be
- A. wool or silk.
 - B. chemical/synthetic.
 - C. cellulosic, such as cotton or linen.
 - D. acetate.
- _____ 23. Concerning pricing at the retail level, legislation requires that
- A. manufacturers set retail prices for their products.
 - B. manufacturers use terms such as “suggested” or “recommended” when referring to set retail prices.
 - C. retailers abide by retail prices set by manufacturers.
 - D. retailers void retail prices set by manufacturers.
- _____ 24. A retail store officer, usually a vice president, who establishes and interprets the merchandising policy is known as a
- A. general merchandise manager.
 - B. divisional merchandise manager.
 - C. buyer.
 - D. Chief Financial Officer.
- _____ 25. Which of the following would NOT be part of fashion promotion?
- A. personal selling
 - B. advertising in print and broadcast media
 - C. making a buying plan based on last year’s figures
 - D. special events

RESTRICTED ESSAY

DIRECTIONS: In the space provided, answer the following questions:

26. List and briefly discuss three reasons that people wear clothing based on information presented in your classes.
27. Define and differentiate between a fashion and a style.

28. Briefly define cooperative (coop) advertising and explain how it works.

29. Indicate the dates commonly used for the ready-to-wear seasons.

Fall-Winter _____ to _____

Spring-Summer _____ to _____

How do these dates relate to promotional activities, especially in regard to the sale of merchandise?

30. Define gray (greige) goods.

31. Distinguish between the terms hydrophilic and hydrophobic. Cite an example of a fiber that is hydrophilic and an example of one that is hydrophobic.

32. Use of the elements and principles of design is common in everyday life experience. Describe two ways in which these concepts are applied in your field of fashion merchandising.

33. Maintaining positive human relations is important in the business community; tell in a paragraph how an individual can develop positive human relations.

CASE STUDY

DIRECTIONS: Read the following case study; answer **fully** the questions at the end of the story.

Foreign Intrigue

The misses' sportswear buyer for a major specialty store chain, Jordan Michaelson, is preparing to leave her office for two weeks on an overseas trip to China. The primary objective of the trip is to evaluate the potential of foreign sourcing for the production of basic merchandise for her department. Jordan's company is interested in importing exclusive merchandise that can be purchased at a lower price than the basic stock offered by domestic manufacturers. Through the specialty store's resident buying office and a trade organization operated through the Chinese government, Jordan was able to make contact with several apparel manufacturers in China. She has made appointments to personally meet with the principals of the production firms and review her merchandise needs as they relate to the manufacturing capabilities and costs of the Chinese apparel companies.

After two days of long and exhausting travel, Jordan arrives at her first appointment. Through an interpreter the manufacturing company has provided, Jordan learns that the manufacturer can produce the goods she needs for her chain of over 100 stores. The basic pants, turtlenecks, skirts, and cardigan sweaters can be produced in the exact color assortment she has previously determined at wholesale prices that are approximately 35% below the cost prices offered by the American manufacturers. The Chinese manufacturer is prepared to use any apparel sizing specifications that the store prefers (e.g., skirt and sleeve lengths, waist sizes).

Jordan continues her investigation of the foreign apparel producers over the next few days. She finds the manufacturers to be fairly competitive in their merchandise offerings, delivery schedules, and pricing. She then works with her store office by fax, telephone, and computer and with the various representatives of the Chinese apparel manufacturing firms to calculate the landed costs on the goods. They determine the additional fees associated with foreign and domestic inland freight, ocean transport, wharfage and handling, insurance costs, and duties on the merchandise. After they have computed the costs associated with importing the goods, Jordan develops quotations for the overseas purchases with each of the Chinese manufacturers.

Jordan decides that – if she decides to use the foreign sourcing – it would be best to work with a single manufacturer in order to have color and sizing consistency in the merchandise assortment, rather than choose sweaters from one manufacturer, skirts and pants from another, and turtlenecks from yet a third. She concludes that – if she decides to import merchandise – she would select the first manufacturer she worked with based on the company's pricing structure, its production quality, and its prior experience in manufacturing for other major retailers in the U.S. The single purchase with this manufacturer will represent 40% of her total department inventory for the start of the fall season. This is a critical decision for Jordan as a professional buyer and for the profitability of the company as a whole.

Next, Jordan evaluates the pros and cons of importing merchandise from overseas. She determines the primary advantages include: merchandise exclusivity, an opportunity for private label goods, lower prices, higher markup potential, and the opportunity to have merchandise made to the store's specifications. She then carefully examines the disadvantages of importing the goods and decides that they include: the requirement for a large quantity purchase, lack of

control during the merchandise production process, difficulties and delays in communicating with the resource, and – most important – the potential for delayed shipments because of unpredictable problems relating to quotas, governmental constraints, and shipping difficulties. Additionally, she questions her customer’s political position on “Made in America” goods as opposed to imported merchandise.

Jordan is faced with a difficult dilemma. She must immediately decide whether or not she will purchase nearly half of her inventory from a foreign manufacturer or from domestic producers. The pros and cons need to be weighed; the advantages and disadvantages must be evaluated.

- 1. If you were in Jordan’s position, what would you decide to do in this situation? Justify your decision.**
- 2. If you were an overseas apparel manufacturer, what would you do to secure Jordan’s order of your merchandise?**
- 3. If you were a U.S. apparel manufacturer, what would you do to keep Jordan’s company as a primary customer of your merchandise?**
- 4. If you were the chief executive officer of Jordan’s specialty store chain, how would you advise Jordan in this situation?**

Adapted from:

Granger, Michele M. *Case Studies in Merchandising Apparel and Soft Goods*, Fairchild Publications: New York, 1996.