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# Fashion Merchandising (exam 1) questions & answers 2023/2024

**Fashion** - ANSWER-A style that is accepted and used by majority of a group at any given time.

**Fashion Industries** - ANSWER-those engaged in producing the materials used in the production of apparel and accessories for men, women, and children.

**Marketing** - ANSWER-A total system of business activities designed to plan price promote and place products and services to present to potential customers

**Fashion Merchandising** - ANSWER-The planning required to have the right fashion-oriented merchandise at the right time, in the right place, in the right quantities, at the right prices, with the right sales promotion for a specific target customer

**Style** - ANSWER-A characteristic or distinctive artistic expression.

**High Fashion** - ANSWER-A new style accepted by a limited amount of fashion leaders to adopt changes and innovation in fashion. High fashion styles are introduced and sold in small quantities, but at high prices. They don't appeal to the general public or average person.

**Mass Fashion** - ANSWER-Styles that appeal to majority of the public. These fashions are sold and produced in large quantities, at moderate to low prices.

**Design** - ANSWER-An individual interpretation, version or treatment of a specific style. a style may be expressed in many different designs, but all related because they are the same style.

**Style Number** - ANSWER-The number of manufacturers and retailers assigned to a design. The number identifies the product for manufacturing, ordering, ad selling.

# Merchandising Test With Answers

**M Lipman**



## Merchandising Test With Answers:

**School Shop Safety Manual** New York (N.Y.). Board of Education,1948      **Tests and Measurements in Business Education** Mathilde Hardaway,Thomas Bradley Maier,1952      *More Profits from Merchandising* Edward Albert Filene,1925      **The Dry Goods Reporter** ,1912      **Infants and Children's Wear Review** ,1926      *American Lumberman & Building Products Merchandiser* ,1960      Electrical Merchandising Week ,1927 Includes annually 1961 Home goods data book      **The Discount Merchandiser** ,1996      *Variety Store Merchandiser* ,1962      **Metropolitan Triangle Merchandiser** ,1935      **Designer and Manufacturer** ,1937      *Chain Store Age for Chain Supermarket-grocery Stores. Grocery Managers Edition* ,1972      Curriculum Bulletin New York (N.Y.). Board of Education,1965      **North Western Druggist** ,1929      *Sales Management* ,1962      The Southern Pharmaceutical Journal ... ,1929      **Editor & Publisher** ,1925 The fourth estate      *Boot and Shoe Recorder* ,1958      Super Market Merchandising ,1966      *Financial Accounting* Robert F. Meigs,Wai P. Lam,Brenda M. Mallouk,2002 Now available in a single volume the ninth edition of this market leading text continues an evolution toward a user orientation Following market demand a corporate approach more conceptual framework and many new pedagogical elements have been implemented to better develop the student s abilities to understand and use accounting information in the role of decision maker All aspects of this textbook and its supporting ancillaries have been carefully evaluated and revised to create a more user friendly dynamic text while retaining the foundation that has made it so successful throughout the years

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