IIAD INDIAN INSTITUTE OF ART & DESIGN

iMAT 2020
M.A Fashion Business Management

Total Duration: 2 hours   **Total Marks** : 100

PLEASE FILL IN THE FOLLOWING INFORMATION

Name _____

Application Form No. _____   Date _____

Room No _____   PI Slot _____

Test Centre City _____

Candidate Signature _____

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_____   _____   _____
Invigilators Signature   Marks Obtained   Examiner's Signature

INSTRUCTIONS

1) All questions are mandatory.
2) The question paper consists of Eight sections – Section A, B, C, D, E, F, G and H .
3) Sections A, B, C, D, E, F and G comprise a total of 70 questions of 1 mark each.
4) Section H comprises of One question and carries 30 marks.
5) Read each question carefully and select the correct option.
6) Please mark the answers only in PEN.
7) Some questions in the Sections may have multiple answers. Your answer will be considered correct only if all the right options are marked.
8) Please use an extra sheet for the last answer (If required).
9) Please ensure that your handwriting is legible else the answer will be disregarded.

Note: DO NOT break the seal until asked to do so

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SECTION A: MARKS : 1 X 10 = 10

Question 1

A train 150 m long is running at a speed of 68 kmph. How long does it take to pass a man who is running at 8 kmph in the same direction as the train?

    a. 5 Seconds   b. 9 Seconds
    c. 12 Seconds   d. 15 Seconds

Question 2

If 30% of a number is 12.6, find the number?

    a. 45   b. 38
    c. 40   d. 42

Question 3

What number must be added to 6, 16 and 8 to get an average of 13?

    a. 22   b. 25
    c. 20   d. 18

Question 4

What is the ratio of 12 minute to 1 hour ?

    a. 2/3   b. 3/4
    c. 1/5   d. 1/4

Question 5

10 cats caught 10 rats in 10 seconds. How many cats are required to catch 100 rats in 100 seconds

    a. 100   b. 10
    c. 20   d. 50

Question 6

A man wants to reach a window which is 40 feet above the ground. The distance from the foot of the ladder to the wall is 9 feet.

How long should the ladder be ?

    a. 9 feet   b. 81 feet
    c. 41 feet   d. 49 feet

Question 7

There are eight mango trees in a straight line. The distance between each mango tree with other is 3 metres.

What is the distance between first tree and eighth tree?

a. 24 metres   b. 27 metres
c. 30 metres   d. 21 metres

Question 8

4 men & 6 women can complete a work in 8 days, while 3 men and 7 women can complete it in 10 days.

In how many days will 10 women complete it?

a. 35 days   b. 40 days
c. 30 days   d. 25 days

Question 9

A student is ranked 13th from right and 8th from left.

How many students are there in total?

a. 18   b. 19
c. 20   d. 21

Question 10

A goat is tied to one corner of a square plot of side 12m by a rope 7m long.

Find the area it can graze?

a. 155 sq.m   b. 19.25 sq.m
c. 144 sq.m   d. 38.5 sq.m

SECTION B:

MARKS : 1 X 10 = 10

Directions for QUESTIONS 11 - 20: Read the following information carefully and answer the questions.

In each of the following questions a number series is given with one term missing. Choose the correct alternative that will continue the same pattern and fill in the blank spaces.

Question 11

2, 7, 14, 23,____, 47

    a. 31   b. 28
    c. 34   d. 38

Question 12

4, 6, 12, 14, 28, 30,____

    a. 32   b. 64
    c. 62   d. 60

Question 13

4, 9, 13, 22, 35,____

    a. 57   b. 70
    c. 63   d. 75

Question 14

11, 13, 17, 19, 23, 29, 31, 37, 41,____

    a. 43   b. 47
    c. 51   d. 53

Question 15

15, 31, 63, 127, 255,____

    a. 513   b. 511
    c. 523   d. 517

Question 16

5, 11, 17, 25, 33, 43,____

    a. 49   b. 51
    c. 52   d. 53

Question 17

9, 12, 11, 14, 13,_____, 15

    a. 12   b. 16
    c. 10   d. 17

Question 18

11, 10,_____, 100, 1001, 1000, 10001

    a. 1000   b. 121
    c. 111   d. 101

Question 19

53, 53, 40, 40, 27, 27,_____

    a. 14   b. 12
    c. 16   d. 18

Question 20

6, 11, 21, 36, 56,_____

    a. 65   b. 78
    c. 81   d. 97

SECTION C: MARKS : 1 X 10 = 10

Directions for QUESTIONS 41 - 50: Read the following information carefully and answer the questions.

Question 21

If + means ÷, × means –, – means × & ÷ means +, then 38 + 19 - 16 x 17 ÷ 3 = ?

  a. 16   b. 19
  c. 18   d. 12

Question 22

If a means +, b means –, c means × & d means ÷, then 18 c 14 a 6 b 16 d 4 = ?

  a. 63   b. 254
  c. 288   d. 1208

Question 23

If A means +, B means –, C means ×, D means ÷, then what is the meaning of 100 D 20 C 3 A 10 B 5 = ?

  a. 15   b. 25
  c. 30   d. 20

Question 24

If ÷ means ×, – means +, × means – & + means ÷, then what will be the value of 20 + 4 × 6 - 5 ÷ 7 = ?

  a. 28   b. 32
  c. 34   d. 36

Question 25

If + means ×, – means ÷, × means – & ÷ means +, then 6 ÷ 36 – 4 × 2 + 2 =?

  a. 6   b. 8
  c. 11   d. 17

Question 26

If + means Multiply, × means Divide, – means Add & ÷ means Subtract, then 20 – 8 × 4 ÷ 3 + 2 =?

a. 16
c. 18

b. 20
d. 31

Question 27

If P means ×, Q means ÷, R means + & S means –, then what is the value of 154 Q 14 S 7 P 3 R 25 = ?

a. 35
c. 42

b. 57
d. 15

Question 28

If $, means divide, # means subtract, % means add, @ means multiply, then 70 # 30% 80 $ 20 @ 10 = ?

a. 60
c. 20

b. 80
d. 10

Question 29

Which interchange of signs will correct the following equation? then 35 + 7 × 5 ÷ 5 – 6 = 24

a. × & –
c. ÷ & +

b. + & ×
d. – & +

Question 30

Which one of the four interchanges in signs and numbers would make the given equation correct?

3 + 5 – 2 = 4

a. + and 2 and 3
c. + and 3 and 5

b. + and 2 and 5
d. None of these

SECTION D: MARKS : 1 X 10 = 10
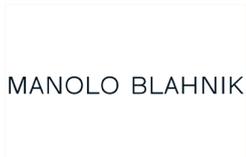

Directions for **QUESTIONS 31 - 40:** Look at the Brand Logo and identify which country it is from?

Question 31

H&M

a. Switzerland
b. United States
c. Sweden
d. England

Question 32

MANOLO BLAHNIK

a. Spain
b. United States
c. Russia
d. Slovenia

Question 33

Dior

a. United States
b. England
c. France
d. Switzerland

Question 34

PULL&BEAR

a. England
b. Australia
c. United States
d. Spain

Question 35

PRADA

a. Spain
b. France
c. Italy
d. Czech Republic

Question 36

JIMMY CHOO

a. England
b. United States
c. China
d. Malaysia

Question 37

Calvin Klein

a. United States
b. Germany
c. Sweden
d. England

Question 38

FENDI

a. Italy
b. France
c. England
d. United States

Question 39

Bershka

a. Spain
b. Mexico
c. United States
d. Canada

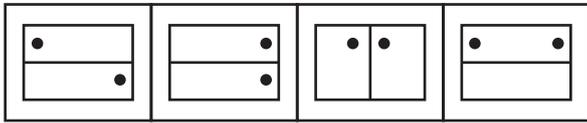## Question 40

MOSCHINO

a. Italy
b. Spain
c. China
d. France

SECTION E: MARKS : 1 X 10 = 10

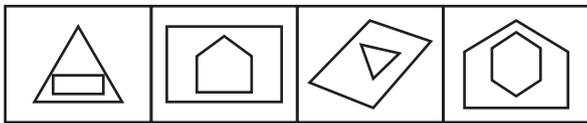**Directions for QUESTIONS 41 - 50:** Choose the figure which is different :

Question 41

| 1 | 2 | 3 | 4 |

a. 1   b. 2   c. 3   d. 4

Question 42

| 1 | 2 | 3 | 4 |

a. 1   b. 2   c. 3   d. 4

Question 43

| A | E | Z | N |
| 1 | 2 | 3 | 4 |

a. 1   b. 2   c. 3   d. 4

Question 44

| 1 | 2 | 3 | 4 |

a. 1   b. 2   c. 3   d. 4

Question 45

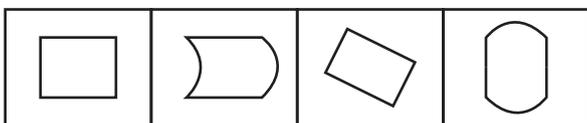| 1 | 2 | 3 | 4 |

a. 1   b. 2   c. 3   d. 4

Question 46

1   2   3   4

a. 1   b. 2   c. 3   d. 4

Question 47

1   2   3   4

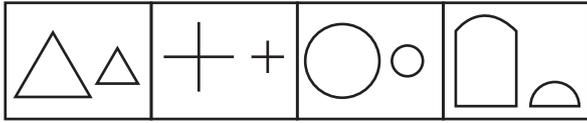a. 1   b. 2   c. 3   d. 4

Question 48

1   2   3   4

a. 1   b. 2   c. 3   d. 4

Question 49
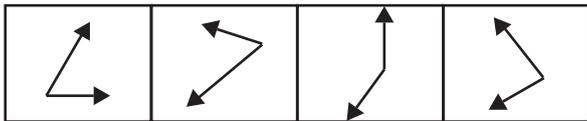
1   2   3   4

a. 1   b. 2   c. 3   d. 4

Question 50

1   2   3   4

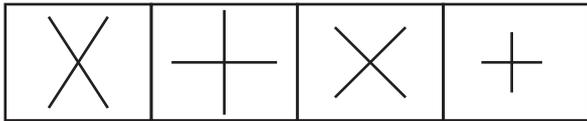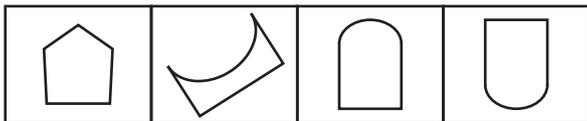a. 1   b. 2   c. 3   d. 4

SECTION F: MARKS : 1 X 10 = 10

Directions for QUESTIONS 51 - 60: Read the questions carefully and choose the correct answer.

Question 51

At which stage of the fashion cycle is a trend considered dull and boring because the market is saturated?

a. Rise   b. Introduction
c. Decline   d. Peak

Question 52

Fashion acceptance or rejection is determined by:

a. Consumers   b. Advertisers
c. Designers   d. Retailers

Question 53

Short-lived fashions are:

a. Classics   b. Designs
c. Flops   d. Fads

Question 54

What percent of garment workers worldwide are females?

a. 50 to 75%   b. Less than 25%
c. Over 75%   d. 25 to 50%

Question 55

_____French term for exclusive one-of-kind" high fashion"

a. Bespoke-shop   b. Haute couture's
c. Boutique   d. Showroom

Question 56

Jeans, once worn by laborers as a work garment and later adopted by teens as streetwear, have now become popular among all ages and income levels.

Which fashion movement theory is illustrated?

a. Trickle- across   b. Trickle – down
c. Trickle -up   d. Horizontal flow (all of the above)

Question 57

Which of the following is a term for Ready-to-wear fashion?

a. Avant Grade   b. Pret-a-porter
c. Haute couture   d. None of these

Question 58

Designs which are copied from more expensive garments are:

a. Knock-offs   b. Classics
c. Fads   d. Staples

Question 59

Most Garment factories are in what region?

a. Africa   b. Europe
c. Asia   d. North America

Question 60

What is used for Fashion Forecasting?

a. Sales records   b. Consumer research
c. Fashion shows   d. All of these

SECTION G:

Directions for **QUESTIONS 61 - 70:** : In the following questions, a part of the sentence is printed in bold. Below are given alternatives to the bold part at (a), (b), (c) and (d) which may improve the sentence. Choose the correct alternative. In case no improvement is needed, your answer is (e).

Question 61

The culprit was at last **brought to law** for his involvement in the crime.

    a. brought to prison
    b. brought to book
    c. brought to court
    d. brought in book
    e. No improvement

Question 62

They were not interested in **discussing about your problem**.

    a. discussing your problem
    b. discussing on your problem
    c. discussion for your problem
    d. discussing off your problem
    e. No improvement

Question 63

He **entered into** the room without taking permission.

    a. entered in
    b. entered
    c. entered inside
    d. been entered into
    e. No improvement

Question 64

My hen **laid** four eggs yesterday.

    a. lay
    b. lain
    c. lied
    d. laying
    e. No improvement

Question 65

The news in certainly too good **to have been true.**

    a. to be true
    b. to become true
    c. having been true
    d. to becoming been true
    e. No improvement

Question 66

No sooner **he had arrived** home than he was asked to start on another journey.

    a. has he arrived
    b. he has arrived
    c. had he arrived
    d. had him arrived
    e. No improvement

Question 67

He quickly ordered the boy **to being brought** before him.

    a. to have brought
    b. to be brought
    c. has been brought
    d. has being brought
    e. No improvement

Question 68

Except for you and I everyone brought a present to the party.

    a. with the exception of you and I, everyone brought
    b. except for you and I, everyone had brought
    c. except for you and me, everyone brought
    d. except for you and me, everyone had brought
    e. No improvement

Question 69

Although I calculate that he will be here any minute, I cannot wait much longer for him.

    a. although I reckon that he will he here
    b. although I think that he will be here
    c. because I am confident that he will be here
    d. because I calculate that he will be here
    e. No improvement

Question 70

We want the teacher to be him who has the best rapport with the students.

    a. we want the teacher to be he
    b. we want him to be the teacher
    c. we desire the teacher to be him
    d. we anticipate the teacher to be him
    e. No improvement

SECTION H: MARKS : 30

Question 71

This Section consists of **ONE QUESTION** only. Choose **ANY ONE** topic from the choices given below and **write an essay** type answer of **ABOUT 400-500 WORDS**. Your answer must be well-structured, coherently written and cogently argued.

<div align="center">

Should students get limited access to the Internet?

OR

Impact of fashion bloggers on youth

OR

"Logo" says it all for a brand

OR

"Consumer power" in India

</div>

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