

2019 Challenge Post Graduate Program

Fashion Business Management

Design Aptitude Test

CHALLENGE
PGP FBM ACADEMIC YEAR 2019

DESIGN APTITUDE TEST

Date:	Location:
Name:	Email:
Home phone #:	Cell #:
Invigilator's name:	Application #:

Please read the instructions carefully:

- 1 The ISDI Challenge is made up of **two** components:
 - **Written Test** **1 hour 30 minutes** **100 marks**
 - **Interview** **15 minutes** **50 marks**
- 2 All components are equally important for your assessment.
- 3 The written and illustrated test consists of 5 parts. All parts are subjective in nature and the maximum possible score is mentioned against the question. All questions are mandatory; choices are clearly mentioned.
- 4 Electronic gadgets like cell phones, calculators are strictly not permitted during the test.
- 5 On completion of your Design Aptitude Test please notify the invigilator who will take you for your interview. Maximum possible in interview is 50 marks.

1

25 marks

Case Study 1

Replacing” asking ‘with Listening has been a hot topic at market –research conferences in recent years. But now, some researchers are doing more than talking - they’re taking steps towards replacing surveys with web tracking, hoping to monitor brand health by observing and analysing people’s spontaneous comments in social media and other web venues. Some advocates are even suggesting web tracking could be a dominant form of research.

“The way a lot of people are using social media right now is to help explain survey results,” said Larry Friedman, chief Research officer of TNS, a world leader in market research, global market information, and business analysis. “What we’re arguing is that you need to think about it the other way around” by using surveys instead as the supplement to expand on trends identified in various forms of web tracking.

It’s not just about observing conversations in social media, Friedman said, but tracking people’s online behaviour in other ways, such as visits to web sites and search queries. To that end, he put together a study comprising Web traffic, Google-search volume, sentiment of online buzz, and tracking survey forms TNS and other sources to show how Tiger Woods’ infidelity scandal affected his popularity and the brands he endorsed.

One problem with tracking surveys is that respondents often don’t care about the question beyond any compensation they’re getting. So the passion, or even lower-level caring, that survey research tends to miss is one thing online buzz may be able to capture, in some ways better even than ordinary word of mouth.

David Wiesenfeld, a long-time researcher who for years relied on tracking survey, both on the client and Vendor side, has come to believe that tracking surveys miss too much of consumers’ passion and complexity. Things that are more emotional, “Things that are more complex ideas than it tastes good or doesn’t, surveys don’t easily express that,” said Wiesenfeld, who is now vice president of marketing solutions for Nielsen online.

But while web tracking is cheaper, faster, and according to Wiesenfeld, better than survey tracking, what has been missing is statistical validation of its quality and results. That is starting to appear, however, as in a study commissioned by Toronto-based OnResearch. The parallel study of 75 brands used a survey of 524 consumers side by side with tracking 200,000 blog comment about the same brands. What it found was that the “net promoter score” ---essentially the number of survey respondents with positive outlooks on the brand minus those with negative outlooks-----correlated closely with the number of negative blog comments from the number of positive ones.

Still, there’s considerable need for analysis, and plenty of evidence that online comments, particularly the occasional Tweet-storms of outrage over a marketing campaign or mishap, don’t always reflect sentiments of the broader population.

DESIGN APTITUDE TEST

1

Case Study 1 [Continued]

Questions

1. What would you say are some of the advantages of web tracking over traditional survey-style marketing research? What are some of the disadvantage?

2. Do you think web tracking could be considered an invasion of consumers' Explain your view.

DESIGN APTITUDE TEST

2
Case Study 2

20 Marks

Forrest Treasures is a luxury brand from India that focuses on nature-inspired beauty products. They use rare and precious natural ingredients found in the Indian subcontinent that have incredibly rejuvenating properties. Forrest Treasures has come up with a new line of Crayon lipsticks loaded with enriching natural elements, for its young millennial, female target market

Questions

1. Suggest 5 novel (never done before) marketing ideas (online-offline including social) for its summer 2019 collection.

2. Please also mention approximate budget suggestions for each activation.

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15 Marks

3

Observation Skills

Write the correct garment term and identify the designer associated with it.
For picture 4 write for the entire head to toe ensemble



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4

20 Marks

Tick the correct answer

a). Last month, 340 dresses were sold in the women's wear department. This month's sales for dresses declined by 35%. How many dresses were sold this month?

- 150
- 198
- 221
- 280

b). 42 = % of 420

- 15%
- 10%
- 12%
- 20%

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20 Marks

5

Lateral thinking

You have received an order of 5,000 units of men's shirts from your client in the U.S.A. Due to heavy rains and varying climatic conditions, the required fabric quantities are delayed and it is not possible to meet the deadlines and need a minimum extension of 30 days to complete the order. What solution will you offer to your client for a 'win win' situation and retaining his business as well as maintain a good relationship? Describe your plan of action in 300 to 350 words.

DESIGN APTITUDE TEST

5
Lateral thinking [Continued]

5

Lateral thinking [Continued]
