

Register number:

M.TECH DEGREE EXAMINATIONS: APRIL / MAY 2010

Second Semester

TEXTILE TECHNOLOGY

TTX 614: Apparel Marketing and Merchandising

Time: Three Hours

Maximum Marks: 100

Answer ALL Questions:-

PART A (10 x 2 = 20 Marks)

1. Give three stages of marketing practice.
2. Define “negative demand” in marketing.
3. Give four types of buying behaviors.
4. Give any four international product and promotional strategies.
5. Define price elasticity.
6. Give the difference between mark up pricing and target return pricing.
7. What is EDLP in pricing.
8. Give any four marketing flows in the marketing channel.
9. What is “AIDA” in advertising?
10. Give the 4 C’s and 4 P’s of marketing mix.

PART B (5 x 16 = 80 Marks)

11. a) Explain in detail the market segmentation and target marketing concepts with suitable examples.

(OR)

- b) Explain the different method of estimation of demand and forecasting techniques adopted in apparel marketing.

12. a) Explain in detail the marketing research procedure and its applications.

(OR)

- b) Explain the pricing theories under different market conditions.

13. a) Give the life cycle of fashion garments and explain marketing strategy for various stages of life cycle.

(OR)

b) Explain the functions of “ECGC”.

14. a) What is duty draw back and explain the concept of duty draw back.

(OR)

b) Give the functions of “EXIM” bank and explain its role on export finance.

15. a) Explain different types of “LC’s” with suitable examples.

(OR)

b) With suitable example explain the pre shipment and post shipment documentation.
