

**B.TECH DEGREE EXAMINATIONS: NOV/DEC 2010**

Seventh Semester

**TEXTILE TECHNOLOGY**

U07TTE13: Apparel Marketing and Merchandising

**Time: Three hours**

**Maximum Marks: 100**

**Answer ALL questions:-**

**PART A (10 x 1 = 10 Marks)**

1. Apparel business is widely known as the \_\_\_\_\_  
a) Export business      b) Domestic business      c) Fashion business      d) marketing business
2. \_\_\_\_\_ is selling goods to ultimate consumer  
a) retailing      b) contractors      c) export      d) import
3. \_\_\_\_\_ also denotes a group of buyers  
a) marketing      b) market      c) organization      d) buying house
4. The process of creating demand for a product is known as \_\_\_\_\_  
a) marketing      b) market      c) buying house      d) organization
5. Buy (or) make (or) sell goods for meeting customer's requirement profitably is \_\_\_\_\_  
a) marketing      b) exporter      c) importer      d) merchandising
6. \_\_\_\_\_ to make products serviceable, saleable and profitable.  
a) product development      b) line presentation      c) product line development      d) line adoption
7. \_\_\_\_\_ means production of the actual product.  
a) production      b) sourcing      c) sales      d) market
8. The other name for interlinings \_\_\_\_\_  
a) trims      b) accessories      c) lining material      d) trims and accessories
9. FOB \_\_\_\_\_  
a) free on board      b) free on bill      c) fabric on board      d) fibre on board
10. An exporter's drawback shipping bill is also known as \_\_\_\_\_  
a) shipping bill      b) incentives      c) green shipping bill      d) red shipping bill

**PART B (10 x 2 = 20 Marks)**

11. Illustrate the structure of apparel industry?
12. Name the types of exporters?
13. What is marketing research?
14. Mention the objective of marketing?

15. Define merchandising.
16. How are the current market trends known?
17. Why Sourcing is important to apparel industry?
18. What is JIT?
19. State the importance of documentation?
20. What is GATT?

**PART C (5 x 14 = 70 Marks)**

21. a) Explain about the organization of the apparel industry?  
(OR)  
b) Write in detail about the business concepts applied to international trade in the apparel industry.
22. a) Describe the responsibilities of the marketing division in an apparel industry.  
(OR)  
b) Describe the types of market. Explain the retail and wholesale strategies for distributing goods.
23. a) Describe in detail the role and responsibilities of a merchandiser in garment industry.  
(OR)  
b) Write brief notes on the following:
  - (i) Importance of communication with buyer (7)
  - (ii) Product development and line presentation (7)
24. a) Write brief notes on the following:
  - (i) Role of sourcing decision in an apparel firm (7)
  - (ii) Domestic sourcing (7)(OR)  
b) (i) What is meant by overseas sourcing? (7)  
(ii) Briefly explain the supply chain and demand chain. (7)
25. a) Write in brief about the various types of documents used for exports.  
(OR)  
b) Write short notes on:
  - (i) Export incentives (7)
  - (ii) WTO and its importance. (7)

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