Register No: ………………………..

B.TECH DEGREE EXAMINATIONS: NOV/DEC 2010

Fifth Semester

TEXTILE TECHNOLOGY (FASHION TECHNOLOGY)

U07FT505: Apparel Marketing and Merchandising

Time: Three Hours   **Maximum Marks: 100**

Answer All Questions:-

PART A (10 x 1 = 10 Marks)

1. The contractual agreement   between a manufacturer and retailer is known as _____
    A) Franchising   B) Merging   C) Diversification   D) Integration

2. Choose suitable marketing organizational structure for a company that produces multiple
    products that flow into multiple markets.
    A) Corporate   B) Functional   C) Product   D) Product / Market

3. Identify the competitive positioning strategy followed by a company which markets high
    quality products with medium price.
    A) Premium   B) Penetration   C) Average quality   D) Bargain

4. Identify the pattern of preference in the market where the customer preference is

    scattered fairly throughout the space.

    A) Homogeneous   B) Diffused   C) Clustered   D) Undifferentiated

5. Which data analysis tool could be used for analyzing the data collected for identifying the
    preference between two apparel brands
    A) Factor analysis   B) Multiple regression analysis
    C) Discriminant analysis   D) Correlation Analysis

6. The strategy of adopting low price and low promotion at introduction stage of PLC is

    known as ___

    A) Rapid Skimming   B) Rapid penetration   C) Slow skimming   D) Slow penetration

7. Which branding strategy is followed by M/s Reliance Industries Ltd., in marketing their
    various products?
    A) Individual Brand Name
    B) Blanket Family Name
    C) Separate Family name for all products
    D) Company name combined with individual product name

8. The retail store that sells a specific brand of clothing is known as _____

    A) Shopping mall   B) Departmental store   C) Speciality store   D) Franchise store

9. In the pattern approval which factor is not taken into consideration

    A) Shrinkage   B) Fit   C) Ease allowances   D) Measurement

10. The complete order a company gets from buying agency is known as _____

    A) Direct order   B) Merchant order   C) CM order   D) CMT order

PART B (10 x 2 = 20 Marks)

11. Define horizontal integration with respect to apparel business.
12. Define societal marketing concept.
13. Differentiate between undifferentiated and concentrated target marketing strategies.
14. Enlist the factors influencing the buying decision.
15. Differentiate between primary and secondary data in marketing research.
16. Define continuation strategy in product life cycle.
17. Define market share pricing.
18. What do you mean by reach and frequency in advertising?
19. Differentiate between CM and CMT orders.
20. Differentiate between proto and size set samples in sampling process.

PART C (5 x 14 =70 Marks)

21. a) Discuss in detail the various concepts of marketing with respect to apparel marketing.
(OR)
    b) Explain how marketing organizations are classified. Discuss the types with suitable examples.

22. a) (i) Define segmentation. Discuss its merits and demerits. (6)
    (ii) Discuss the buying process for purchasing a wedding saree. (8)
(OR)
    b) Discuss the various competitive marketing strategies followed by a market leader and a competitor.

23. a) Explain the procedure for conducting a market research for an apparel product.
(OR)
    b) Discuss the various scientific and mathematical methods of forecasting demand for a product.

24. a) Discuss the various branding decisions pertaining to apparel marketing.
(OR)
    b) How is advertising different from publicity? Explain the various aspects to be considered while selecting media for advertising a product.

25. a) "Merchandiser is the back bone of the apparel export business". Discuss.
(OR)
    b) (i) Discuss the different sourcing strategies applicable to apparel manufacture. (8)
    (ii) Explain about the different samples prepared by a merchandiser in sample approval process. (6)

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