

**M.TECH. DEGREE EXAMINATIONS NOV/DEC 2010**

Second Semester

**TEXTILE TECHNOLOGY**

TTX614: Apparel Marketing and Merchandising

**Time: Three Hours**

**Maximum Marks: 100**

**Answer ALL Questions:-**

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

1. List out the various types of marketing organization
2. What are the factors which affect consumer behavior?
3. What are the different types of segmentation of consumer markets?
4. Write the different areas of application of marketing research
5. What are the factors to be considered before going in for advertisement?
6. What is a product mix?
7. What are the methods of Fashion Forecasting?
8. What are the factors affecting price structure of apparels?
9. Differentiate between CIF and FOB
10. Define merchandising

**PART B (5 x 16 = 80 Marks)**

11. a) Explain in detail about different marketing concepts.  
(OR)  
b) Explain the activities of the marketing division of a corporate level organization with a suitable example.
12. a) (i) Explain consumer behavior in Fashion (6)  
(ii) Write about significance and procedure of marketing research (10)  
(OR)  
b) (i) What are the methods by which Fashion forecasting can be made? (12)  
(ii) What are the factors influencing change in product mix? (4)
13. a) (i) Explain the criteria in the selection of advertising media (8)  
(ii) Write about Product Life cycle (8)  
(OR)  
b) Discuss the strength, weakness, opportunities and threats of Tirupur Apparel Industry.
14. a) (i) Write notes on latest Export – Import policy of the Indian government (10)  
(ii) How does season affect export of apparel (6)  
(OR)  
b) (i) Describe the procedure for opening an LC and about the various documents needed for exports. (12)  
(ii) Write short notes on WTO (4)
15. a) Write notes on Apparel merchandising and how it is interfaced with production  
(OR)  
b) Explain the various sourcing strategies in the context of manufacture of export garments

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