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T 3282

B.E./B.Tech. DEGREE EXAMINATION, APRIL/MAY 2008.

Sixth Semester

Textile Technology (Fashion Technology)

FT 1015 – APPAREL MERCHANDISING AND MARKETING

(Regulation 2004)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Sketch the life cycle pattern of a fashion wear.
2. Enlist the various factors to be considered while developing design for a fashion wear.
3. Distinguish between buying house and export house.
4. What is the significance of route card drafting?
5. Enlist the various steps to be taken in the development of a new wear.
6. Differentiate between trade fairs and fashion shows.
7. Define Manufacturing Resource Planning.
8. What are the factors to be considered while sourcing fabrics for medical wears?
9. Differentiate between primary data and secondary data in market research.
10. What are the points to be considered in fixing the advertising budget?

PART B — (5 × 16 = 80 marks)

11. (a) Discuss the organisational structure of medium and large size apparel industry.

Or

- (b) Discuss the effect of environment, people and economy on fashion trends.
(a) Discuss the various functions of an effective merchandiser.

Or

- (b) (i) Enumerate the specialities of a Tirupur merchandiser. (8)
(ii) Discuss the significance of visual merchandising. (8)
(a) Explain the various methods of fashion forecasting.

Or

- (b) Discuss the various factors affecting the product mix decisions.
(a) Discuss different sourcing decisions pertaining to apparel merchandising.

Or

- (b) Explain the role of logistics and supply chain management in practicing successfully Q.R. and J.I.T. techniques.

15. (a) Explain the market research procedure for introducing a medical wear.

Or

- (b) Discuss the factors to be considered while choosing suitable media for advertising apparels.
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