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R 3627

B.E./B.Tech. DEGREE EXAMINATION, NOVEMBER/DECEMBER 2007.

Seventh Semester

Textile Technology

TT 1011 — APPAREL MARKETING AND MERCHANDISING

(Regulation 2004)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Define Conglomerate.
2. Give the basic business concept applied to the apparel industry.
3. Summarize the responsibilities of executive leaders in an apparel firm.
4. List out the qualities required by Licensers to seek license.
5. Differentiate Buyer Office from Buying Agency.
6. How do quick response strategies impact the merchandising process?
7. Give the sourcing plan for Make-to-order goods.
8. Write the significance of JIT technology.
9. List out the different mode of payments.
10. What are the types of export documents required for shipment?

PART B — (5 × 16 = 80 marks)

11. (a) Describe the organisation structure of the apparel business.
- Or
- (b) Explain the functional areas of specialization necessary for an apparel firm.
12. (a) Discuss the retail and wholesale marketing strategies for merchandise distribution.
- Or
- (b) Explain the market research procedure for launching a new product in market.
13. (a) Explain the components of merchandising activities in an apparel firm.
- Or
- (b) Discuss the functions of merchandiser in an apparel industry.
14. (a) Explain the sourcing strategies adopted by the manufactures.
- Or
- (b) Discuss the scope of supply chain and demand chain analysis in the apparel industry.
15. (a) Explain the functions and objectives of WTO, GATT and MFA.
- Or
- (b) Discuss the various export incentives offered by government to the manufactures.
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