

Reg. No. :

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Question Paper Code : Q 2821

B.E./B.Tech. DEGREE EXAMINATION, NOVEMBER/DECEMBER 2009.

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. Enlist the components of Apparel Industry.
2. List out the different types of exporters.
3. Give the responsibilities of Marketing Manager.
4. State the importance of licensing.
5. Define merchandising.
6. Enlist the different types of buyers.
7. Outline the need for sourcing.
8. Enlist the principles of MRP.
9. Differentiate : Pre-shipment credit and Post-shipment credit.
10. Give the functions of WTO.

PART B — (5 × 16 = 80 marks)

11. (a) Explain the business concepts applied to the apparel industry for export.

Or

- (b) Discuss the organization of the Apparel Industry.

12. (a) Discuss the marketing objectives and strategies for launching a new product in market.

Or

- (b) Explain the retail and wholesale strategies for merchandise distribution.

13. (a) Explain the role and responsibilities of a merchandiser in the apparel industry.

Or

- (b) Explain the line planning and presentation in product development.

14. (a) Explain the strategies for international sourcing.

Or

- (b) Discuss the supply chain and demand chain analysis in garment industry.

15. (a) Explain the terms of payment for export.

Or

- (b) Discuss the export incentives that are available for exporters.