

**B.TECH. DEGREE EXAMINATIONS: NOVEMBER 2009**

Fifth Semester

**TEXTILE TECHNOLOGY (FASHION TECHNOLOGY)**

U07FT505: Apparel Marketing and Merchandising

**Time: Three hours**

**Maximum Marks: 100**

**Answer ALL the Questions:-**

**PART A (10 x 1 = 10 Marks)**

1. Which marketing concept follows the statement "Consumer knows the quality and feature difference of competing brands"?  
A) Production                      B) Selling                      C) Societal Marketing                      D) Product
2. Identify the marketing organisation which is costly and more conflict.  
A) Product                      B) Market                      C) Functional                      D) Product / Market
3. Which segmentation base is well preferred for segmenting market for school uniforms?  
A) Geographic                      B) Psychographic                      C) Demographic                      D) Behavioristic
4. Interviewing the recent purchasers to recall their purchase behaviour is called as \_\_\_\_\_.  
A) Introspective method                      B) Retrospective method  
C) Prospective method                      D) Prescriptive method
5. Feature improvement strategy could be used at \_\_\_\_\_ stage of product life cycle.  
A) Introduction                      B) Growth                      C) Maturity                      D) Decline
6. Pick the odd man out with respect to time series analysis method of demand forecasting.  
A) Trend                      B) Expert opinion                      C) Season                      D) Cycle
7. The pricing strategy primarily concerned with consumer perception is \_\_\_\_\_.  
A) Market skimming                      B) Market share pricing  
C) Perceived value pricing                      D) Penetration pricing
8. Identify the method used to measure the effectiveness of advertisement after release of the advertisement.  
A) Direct rating test                      B) Portfolio test  
C) Recognition test                      D) Physiological reaction test
9. Identify the sample which is prepared by a merchandiser with any of the available fabric  
A) Pre production sample                      B) Production sample  
C) Style sample                      D) Proto sample
10. Which report is used by a merchandiser for scheduling the production process  
A) Purchase order                      B) Route card  
C) In process Inspection report                      D) Specification sheet

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

11. Define societal marketing concept.
12. Outline the structure of functional marketing organisation.
13. Enlist the advantages of differentiated target marketing strategy.
14. What are the various factors influence the buying behaviour of consumer?
15. Enlist the applications of marketing research.
16. Differentiate between market potential and demand.
17. Differentiate between pricing strategy and pricing tactic.
18. What do you mean by speciality stores?
19. What are the various costs considered by a merchandiser for arriving the garment cost?
20. Differentiate between size set and proto samples.

**PART C (5 x 14 = 70 Marks)**

21. a) Discuss the various marketing concepts pertaining to apparel marketing with suitable examples.

**(OR)**

- b) i. Explain the evolution of marketing organization. (5)
- ii. Explain product, functional and matrix marketing organisations. (9)

22. a) i. Discuss the various bases of market segmentation with suitable examples. (7)
- ii. Discuss the nine competitive positioning strategies on price and quality in strategic marketing process. (7)

**(OR)**

- b) Discuss the various competitive marketing strategies applicable to apparel marketing.

23. a) Explain the various methods of measuring market demand for an apparel product.

**(OR)**

- b) i. Explain the different methods of measuring market potential of a product. (8)
- ii. Discuss the various strategies used at the introduction and growth stages of life cycle of a product. (6)

24. a) i. Discuss the product hierarchy for a winter garment. (6)
- ii. Discuss the various pricing procedures applicable to apparel product. (8)

**(OR)**

b) i. Explain the method of selecting suitable media for promoting a product. (10)

ii. Brief the relationship between reach, frequency, impact and audience awareness. (4)

25. a) Explain the various functions of a successful merchandiser.

(OR)

b) i. Discuss the various aspects to be considered while sourcing materials for apparel manufacture. (8)

ii. Explain the various factors taken into account for evaluating vendors in merchandising. (6)

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