

Q 9367

B.Sc. DEGREE EXAMINATION, MAY/JUNE 2006.

Sixth Semester

Apparel and Fashion Technology

BFT 362 – APPAREL MERCHANDISING AND MARKETING

(Regulation 2003)

Time : Three hours

Maximum : 100 marks

PART A — (10 × 2 = 20 marks)

Answer ALL questions.

1. Explain consumers demand.
2. Define the term advertisement.
3. Enlist the product line strategies.
4. Define consumer behavior.
5. What is the significance of Quota system?
6. What is meant by Aerial advertising?
7. What is body media?
8. Differentiate normal and market price.
9. What is Apparel Merchandising?
10. Explain time management in merchandising.

PART B — (5 × 16 = 80 marks)

Answer ALL questions.

11. (i) Explain consumer behaviour in fashion and how does it influence demand for apparel products. (10)
- (ii) Define the terms :
 - (1) Marketing
 - (2) Merchandising
 - (3) Pricing. (6)

12. (a) (i) Explain the parameters of production scheduling and form a schedule for constructing 5000 T shirts. (10)
(ii) Compare the various types of production systems. (6)

Or

- (b) (i) Give the significance of product planning and development and explain the organizations for product innovation. (10)
(ii) Give the flow process of product planning. (6)
13. (a) (i) Explain the different types of advertising agencies. (12)
(ii) Locate advertising agencies in marketing field. (4)

Or

- (b) How advertisements are done to apparel marketing and on what criteria the media are selected? Explain. (16)
14. (a) Write a Note on Fashion Forecasting. (16)

Or

- (b) (i) How fashion shows play vital role in fashion field? And explain the types of fashion shows. (10)
(ii) Explain the elements of visual merchandising. (6)
15. (a) (i) Explain pricing theory and factors affecting price structures in apparels. (10)
(ii) What are pricing objectives? (6)

Or

- (b) (i) What are bought out components? Explain. (8)
(ii) Explains the role played by Accessories in Fashion Field. (8)