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J 3247

B.E./B.Tech. DEGREE EXAMINATION, MAY/JUNE 2009.

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. State the different types of apparel industry.
2. Mention the role of designers for product development.
3. State the Principle of merchandising.
4. Enlist the types of merchandising.
5. What are the factors affecting the product mix?
6. How does one use the forecasting services?
7. Define the term "Sourcing".
8. What do you mean by "Resource Planning"?
9. What are the factors influencing the international and domestic markets?
10. Enlist the various computer tools used for effective merchandising.

PART B — (5 × 16 = 80 marks)

11. (a) Explain in detail the organization of apparel industry and various business concepts applied for apparel industry. (16)

Or

- (b) Give a detail account of the styles and distinctive characteristics of fashion. (16)

12. (a) Discuss the following :

(i) Function of Merchandising. (8)

(ii) Types of buyers. (8)

Or

- (b) What do you mean by Merchandising? Explain in detail the types of merchandising. (16)

13. (a) Define the term "Forecasting" and give a detailed account of trend forecasting and auxiliary services in apparel industries. (16)

Or

- (b) (i) Explain the purpose of forecasting. (8)

(ii) Write detailed notes on Trade fair and fashion shows for forecasting. (8)

14. (a) Discuss in detail the sourcing of raw material and accessories for apparel manufacturing process. (16)

Or

- (b) Write detailed notes on:

(i) Supply chain and demand chain analysis. (8)

(ii) Just in Time Technology. (8)

- a) Define the term "apparel Industries". Explain about marketing strategies, market research and types of markets for apparel sector.

Or

- (b) Write detailed notes on:

- (i) Brand marketing. (4)
- (ii) Advertising — Purpose, Method and Types of media. (6)
- (iii) Communication. (6)
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