

**A 296**

B.E./B.Tech. DEGREE EXAMINATION, NOVEMBER/DECEMBER 2005.

Fifth Semester

Fashion Technology

GT 040 — APPAREL MARKETING AND MERCHANDISING

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Enlist the various elements of Incoterms.
2. Differentiate between Buying Agency and Buyer's Office.
3. List out the various types of Marketing Organisation.
4. Write the different Areas of Application of Marketing Research.
5. Differentiate between Marketing Strategy and Marketing Tactic.
6. Enlist the various stages of Product Development.
7. Write the significance of Sourcing in Apparel Manufacture.
8. Define MRP in garment manufacture.
9. Differentiate between CIF and FOB.
10. What are the different Terms of Payment prevalent in apparel export?

PART B — (5 × 16 = 80 marks)

11. Discuss the strength, weakness, opportunities and Threats of Indian Apparel Industry in the Post WTO Era.
12. (a) Distinguish between (i) Production and Product Concepts (ii) Selling and Marketing Concepts (iii) Marketing and Societal Marketing concepts.

Or

- (b) Explain the activities of the Marketing Division of a Corporate level Organization like Madura Garments.

13. (a) Discuss the various Marketing Strategies followed in Apparel Industry.

Or

(b) Explain the role of Merchandisers in Tirupur Knitwear Industry.

14. (a) Discuss the various aspects to be considered for Production Scheduling in export garment manufacture.

Or

(b) Discuss the importance of Manufacturing Resources Planning and explain the various sourcing strategies in the context of manufacture of export garments.

15. (a) Explain the various Pre-shipment and Post-shipment documents to be made in apparel export.

Or

(b) Explain the various Export Incentives which are available to a garment manufacturer in the country and discuss the impact of fluctuation in Foreign Exchange Value on garment export.

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