

E 9124

B.Sc. (Applied Science) DEGREE EXAMINATION, NOVEMBER/DECEMBER 2005.

Sixth Semester

Apparel and Fashion Technology

FT 6.2 — APPAREL MERCHANDISING AND MARKETING

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Define Merchandising.
2. What are the factors which affect consumer behaviour?
3. What are the different media for advertising for Apparel?
4. What are the factors to be considered before going in for advertisement?
5. What is a Product Mix?
6. What are the methods of Fashion forecasting?
7. Define Pricing.
8. What are the factors affecting price structure of Apparels?
9. What is the significance of Quota?
10. What is Eco-friendly textiles?

PART B — (5 × 16 = 80 marks)

11. (i) Explain Pricing theory. (8)
- (ii) How are fabrics and accessories sourced? (4)
- (iii) Write about the Computer Applications in Marketing and Merchandising. (4)

12. (a) (i) Explain Consumer behaviour in Fashion. (10)
(ii) Write about the significance of Marketing, and Market research. (6)

Or

- (b) (i) What is the role of a Merchandiser in a Garment Industry? (8)
(ii) What are the differences between National and International Marketing? (8)

13. (a) (i) Explain the criteria in the selection of Advertising media. (8)
(ii) Write about Choreography. (8)

Or

- (b) (i) What is the significance of fashion show in Apparel marketing? (8)
(ii) What are the steps involved in organizing a Fashion show? (8)

14. (a) (i) What are the methods by which Fashion forecasting be made? (12)
(ii) What are the factors influencing change in Product Mix? (4)

Or

- (b) (i) Write notes on Apparel Merchandising, and how it is interfaced with production. (10)
(ii) What are the principles and techniques of Fashion Merchandising? (6)

15. (a) (i) Write notes on the latest Export-Import policy of the Government. (10)
(ii) How does season affect export of Apparel? (6)

Or

- (b) (i) Describe the procedure for opening an LC and about the various documents needed for Exports. (12)
(ii) Write short notes on WTO. (4)