

B.TECH DEGREE EXAMINATIONS: MAY/JUNE 2013

Sixth Semester

FASHION TECHNOLOGY

FTY 117: Apparel Merchandising and Marketing

Time: Three Hours

Maximum Marks: 100

Answer all the Questions:-

PART A (10 x 1 = 10 Marks)

1. This store division supervises the budget, maintains accounting records, and keeps merchandising statistics.
 - a) Merchandising
 - b) Financial control
 - c) Operations
 - d) Human resources
2. Identify the retail function that is the "heart" of retailing.
 - a) Sales promotion
 - b) Store operations
 - c) Merchandising
 - d) Finance control
3. Fashion marketing begins and ends with the
 - a) Retailer
 - b) Consumer
 - c) Manufacturer
 - d) Designer
4. Which of the following is at the end of the traditional marketing chain?
 - a) Designers
 - b) Manufacturers
 - c) Consumers
 - d) Retailers
5. The ideal merchandise assortment at the beginning of the season is?
 - a) Broad but shallow
 - b) Narrow and deep
 - c) Short-cycle
 - d) Narrow but shallow
6. Retail cost / Retail price =
 - a) Cost
 - b) Markup
 - c) Markdown
 - d) Sale price
7. Which would we expect from a JIT plant as compared to a plant that does not use JIT?
 - a) More assembly hours per unit
 - b) More deliveries of inventory
 - c) More defects per unit
 - d) More inventories held at the plant
8. The just in time philosophy was developed at which automaker?
 - a) Datsun
 - b) Honda
 - c) Toyota
 - d) Nissan

9. The final step in apparel production is
- a) Shipping
 - b) Quality control
 - c) Assembly
 - d) Cutting
10. Which transportation package pays for freight and insurance to the final destination?
- a) Free on board
 - b) Landed, duty paid
 - c) Cost, insurance, freight
 - d) Letter of Credit

PART B (10 x 2 = 20 Marks)

- 11. Define apparel business?
- 12. What are the types of Apparel Exporters?
- 13. Compare International market and Domestic market.
- 14. List out the types of Retail stores?
- 15. Define Merchandising?
- 16. Write short notes on line planning?
- 17. What is sourcing?
- 18. Write short notes on supply chain?
- 19. List out some export documents?
- 20. Give some export risk management schemes.

PART C (5 x 14 = 70 Marks)

21. a) Write in detail about different types of apparel exporters.
- (OR)**
- b) Elaborate the business concept applied to the apparel industry.
22. a) Write in detail about apparel marketing and their scopes and functions.
- (OR)**
- b) Write in detail about market research methods.
23. a) Explain the roles and responsibilities of merchandiser in detail.
- (OR)**
- b) Write in detail about the product development.

24. a) Write in detail about the sourcing and their needs. Give their methods.

(OR)

b) Write in detail about supply chain and demand chain analysis?

25. a) Write in detail about various types of Export documents.

(OR)

b) Explain in details about letter of credit.
