

Register Number:

M.TECH DEGREE EXAMINATIONS: JUNE 2013

Second Semester

APPAREL TECHNOLOGY AND MANAGEMENT

FTY509: Global Marketing And Sourcing Strategies

Time: Three Hours

Maximum Marks: 100

Answer all the Questions:-

PART A (10 x 2 = 20 Marks)

1. What are the market drivers of globalization?
2. State the limitations of global marketing.
3. How will you position a new brand in global market?
4. Outline the reasons for need of management system in global marketing.
5. What are the criteria for out sourcing in apparel business?
6. State the international barriers in apparel sourcing.
7. What is the meaning of yard stick contract in sourcing?
8. Write the benefits of Integrating Sourcing into Design.
9. State the merits and issues of trade cycle in global marketing.
10. Outline the risks involved in international marketing.

PART B (5 x 16 = 80 Marks)

11. a) (i) Write the significance and impact of global marketing after MFA in apparel business. (8)
 - (ii) Discuss the factors affecting international competitiveness for apparel products and analysis the strategy of competitive environment in Asian countries. (8)
 - (OR)
 - b) (i) Discuss the importance of the "economic" and "Social" factor in global marketing. (8)
 - (ii) Explain the evolution of global marketing and brief the country specific advantages and their merits in market sharing. (8)
12. a) (i) With suitable examples discuss the global segmentation and positioning of apparel products in the international marketing. (10)
 - (ii) Outline the designing of global brand of apparel products. (6)

(OR)

- b) (i) Enumerate the procedure involved in developing the global product lines, services, service quality and framing distribution strategy. (10)
- (ii) Explain the organisation structure and responsibilities of global marketing department. (6)
13. a) (i) Discuss the seven stages of sourcing strategy followed by international marketers. (10)
- (ii) Write the merits and demerits of international sourcing. (6)
- (OR)**
- b) (i) Discuss the procedure followed in selection of sourcing, contracts and incentives and developing supplier strategies in the international marketing. (10)
- (ii) Outline the need and importance of sourcing data and reports. (6)
14. a) (i) Brief the risks and rewards of multiple sourcing in global marketing. (8)
- (ii) Elaborate how the sourcing design influences the cost and pricing of an apparel product in global scenario. (8)
- (OR)**
- b) (i) Discuss the various functional elements in sourcing design in global marketing. (8)
- (ii) With suitable case studies, discuss the designing of logo, brand and integrity of the new product launched in the global market. (8)
15. a) (i) Brief the impact of globalization in the future international marketing. (6)
- (ii) Write the scope of future global marketing and their strategies in under developed and developing countries with case studies. (10)
- (OR)**
- b) (i) Discuss in brief the issues of global marketing in textile business. (6)
- (ii) Compare the growth of Asian countries after globalization and brief their strategies in apparel business. (10)
