

B.TECH DEGREE EXAMINATIONS: APRIL/MAY 2014

(Regulation 2009)

Sixth Semester

FASHION TECHNOLOGY

FTY117: Apparel Merchandising and Marketing

Time: Three Hours

Maximum Marks: 100

Answer all the Questions:-

PART A (10 x 1 = 10 Marks)

1. Choose suitable marketing organizational structure for a company that produces multiple products that flow into multiple markets.
 - a) Functional
 - b) Product / Market
 - c) Product
 - d) Corporate
2. Slow penetration strategy refers to
 - a) High price and low promotion outlay
 - b) Low price and low promotion outlay
 - c) Low price and high promotion outlay
 - d) High price and high promotion outlay
3. Identify the target marketing strategy followed by a firm which is having limited resources
 - a) Concentrated
 - b) Unconcentrated
 - c) Undifferentiated
 - d) Differentiated
4. Identify the pattern of preference in the market where the customer preference is scattered fairly throughout the space.
 - a) Homogeneous
 - b) Diffused
 - c) Clustered
 - d) Undifferentiated
5. Identify the demand measuring method which could be used for measuring demand of industrial goods.
 - a) Delphi method
 - b) Index of buying power method
 - c) Market build up method
 - d) Pooled Individual method
6. Which data analysis tool could be used for analyzing the data collected for identifying the preference between two apparel brands
 - a) Factor analysis
 - b) Correlation Analysis
 - c) Multiple regression analysis
 - d) Discriminant analysis
7. The retail store that sells a specific brand of clothing is known as
 - a) Speciality stor
 - b) Franchise store
 - c) Departmental store
 - d) Shopping mall

8. The pricing strategy which neglects the profit percentage of business for first few years is
 - a) Target project pricing
 - b) Promotional pricing
 - c) Market share pricing
 - d) Market skimming
9. Identify the factors which are considered in make – or – buy decision in apparel merchandising.
 - a) Cost & design
 - b) Design & quality
 - c) Cost & quality
 - d) Cost alone
10. Bill of lading is a document on
 - a) Clearing
 - b) Forwarding
 - c) Shipping
 - d) Inspecting

PART B (10 x 2 = 20 Marks)

11. Define marketing management.
12. Define societal marketing concept.
13. Differentiate between undifferentiated and concentrated target marketing strategies.
14. What do you mean by strategic marketing process?
15. Differentiate between primary and secondary data in marketing research.
16. List out the various methods of measuring market potential.
17. Enlist the various methods of measuring advertising effectiveness.
18. Define market share pricing.
19. Differentiate between proto and size set samples in sampling process.
20. What are the factors to be considered while evaluating vendors during sourcing?

PART C (5 x 14 = 70 Marks)

21. a) Discuss the production and product concepts of marketing.

(OR)

- b) Explain how marketing organizations are classified. Discuss the types with suitable examples.

22. a) Discuss the buying process for purchasing a wedding dress.

(OR)

- b) Discuss the various stages of consumer buying process.

23. a) Explain the procedure for conducting a market research for an apparel product.

(OR)

b) Discuss the various scientific and mathematical methods of forecasting demand for a product.

24. a) Discuss the various pricing decisions pertaining to apparel pricing.

(OR)

b) Discuss the various branding decisions pertaining to apparel marketing.

25. a) “Merchandiser is the back bone of the apparel export business”. Discuss.

(OR)

b) Discuss the various sourcing strategies followed by a merchandiser
