



8. EDI is a strategy for
  - a) Merchandising
  - b) Sourcing
  - c) Quick response
  - d) Exporting
9. The term-----means the manufacturer takes the responsibility upto shipping point
  - a) TLC
  - b) FOB
  - c) CIF
  - d) CMT
10. ----- helps Indian apparel exporters.
  - a) AMMA
  - b) AEPC
  - c) APPC
  - d) CII

**PART B (10 x 2 = 20 Marks)**

11. Differentiate marketing and merchandising.
12. Name any four QR strategies used by apparel industry recently.
13. What are the different types of markets?
14. What is meant by brand and label?
15. What is “Balanced Assortment”?
16. Differentiate between Manufacturer merchandiser and Retail merchandiser.
17. What is the difference between Outsourcing and Overseas sourcing?
18. State the advantage and disadvantage of JIT implemented in Apparel business.
19. What do you mean by ‘Letter of Credit’?
20. State the uses of DEPB for an apparel exporter.

**PART C (5 x 14 = 70 Marks)**

21. a) Describe the organizational structure of apparel industry and enlist the responsibilities of different functional areas.

**(OR)**

- b) Discuss the trend towards globalization in the apparel market and issues associated with it.

22. a) Discuss about the responsibilities of marketing division of an apparel firm facing the challenges of rapid globalization and changing world economy.

**(OR)**

- b) Write detailed notes on (i) Retailers (ii) Licensing

23. a) If you are employed as Merchandiser in Apparel manufacturing industry

exporting to different countries, What will be your role in that company and the responsibilities you share?

**(OR)**

b) Explain the steps involved in Line planning, Line development and Line presentation.

24. a) Discuss about material management strategies for making quick response to demand in apparel production and fashion change.

**(OR)**

b) Discuss about different production sourcing and material sourcing strategies used in apparel industry.

25. a) Enlist the various types of export documents involved in Apparel business and explain them.

**(OR)**

b) Write notes on (i) Duty draw back  
(ii) Foreign Exchange Regulation Act

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