



Register Number: .....

**B.TECH DEGREE EXAMINATIONS: NOV/DEC 2014**

(Regulation 2009)

Seventh Semester

**TEXTILE TECHNOLOGY**

TTX 210: Apparel Marketing and Merchandising

**Time: Three Hours**

**Maximum Marks: 100**

**Answer all the Questions:-**

**PART A (10 x 1 = 10 Marks)**

1. Which one of the below is selling goods to ultimate consumer?
  - a) Retailing
  - b) Export
  - c) Contractors
  - d) Import
2. What is the other way of calling Apparel business?
  - a) Export business
  - b) Marketing business
  - c) Domestic business
  - d) Fashion business
3. Which one of the following is the meeting the demand of the customer?
  - a) Marketing
  - b) Importer
  - c) Merchandising
  - d) Exporter
4. What you call the process of creating demand for a product ?
  - a) Marketing
  - b) Buying house
  - c) Market
  - d) Organization
5. Tell a place where the group of buyers meet?
  - a) Buying house
  - b) Market
  - c) Marketing
  - d) Organization
6. Which makes products serviceable, saleable and profitable?
  - a) Product development
  - b) Line presentation
  - c) Line adoption
  - d) Product line development
7. Select a condition that is not favorable for buy decision
  - a) Small order quantity
  - b) Less expensive to buy
  - c) Design Secrecy
  - d) Short product life



**(OR)**

b) Describe in detail the role and responsibilities of a merchandiser in garment industry.

24. a) Write brief notes on the following:

(i) Role of sourcing decision is of an apparel firm

(7)

(ii) Domestic sourcing

(7)

**(OR)**

b) (i) Explain the importance of overseas sourcing.

(7)

(ii) Explain the supply chain and demand chain.

(7)

25. a) Write short notes on:

(i) Export incentives

(7)

(ii) WTO and its importance.

(7)

**(OR)**

b) Write in brief about the various types of documents used for exports.

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