



B.TECH DEGREE EXAMINATIONS: MAY 2015

(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. In total textile exports, Readymade garments accounts for _____
 - a) 42%
 - b) 12%
 - c) 54%
 - d) 24%
2. Merchandising Business is carried out by _____
 - a) Raymond's
 - b) Wal-Mart
 - c) Intertek
 - d) SITRA
3. Vertical Integration comes under _____
 - a) Market Dominance based strategies
 - b) Innovation Strategies
 - c) Growth Strategies
 - d) General Strategies
4. The market consists of buyers and sellers trading in a uniform commodity such as wheat, copper, or financial securities is _____.
 - a) Mono poly
 - b) Duopoly
 - c) Perfect competition
 - d) Monopsony
5. The time between receipt of an order and the order is shipped to the customer is _____.
 - a) Sample adoption ratio
 - b) Manufacturing cycle
 - c) Product Development Cycle
 - d) Pick and ship time
6. The "techies" of the marketplace, being willing to experiment with anything new are _____.
 - a) Adopters
 - b) Early majority buyers
 - c) Late Majority Buyers
 - d) Innovators
7. SKU is defined as the _____.
 - a) Stock keeping units
 - b) Sales keeping units
 - c) Sales at knock units
 - d) Store keeping units

8. Unloading goods arriving from a supplier and immediately loading these goods onto outbound trucks bound for various retailer locations
- | | |
|----------------------------|---------------------------|
| a) Delayed differentiation | b) Reducing variability |
| c) Cross-docking | d) Strategic partnerships |
9. CF is _____
- | | |
|-------------------|-----------------------|
| a) Cost Freight | b) Cost Forwarding |
| c) Credit Freight | d) Custom Forwarding. |
10. ROI is _____
- | | |
|-----------------------|----------------------------------|
| a) Return On Industry | b) Return On Investment |
| c) Retail Of Industry | d) Retail Operation Instructions |

PART B (10 x 2 = 20 Marks)

11. List out the various types of marketing organization
12. What are the factors which affect consumer behavior?
13. Distinguish between buying agency and buyer's office
14. Examine the different areas of application of marketing research
15. Define merchandising
16. List the various stages of product development
17. Identify the significance of sourcing in apparel manufacture
18. Define MRP in garment manufacture
19. Distinguish between CIF and FOB
20. What are the different terms of payment prevalent in apparel export

PART C (5 x 14 = 70 Marks)

21. a) Explain the strengths of Indian apparel industry with reference to global competition

(OR)

- b) Explain various types of business concepts adopted in apparel industry

22. a) (i) Explain consumer behavior in Fashion (7)
(ii) Elaborate about significance of marketing and marketing research (7)

(OR)

- b) Discuss the various marketing strategies followed in apparel industry

23. a) Explain the role of merchandisers in Tirupur Knitwear industry
(OR)
b) Discuss the various aspects to be considered for production scheduling in export garment manufacture
24. a) Discuss the importance of manufacturing resource planning and explain the various sourcing strategies in the context of manufacture of export garments
(OR)
b) Elaborate on the following
(i) Supply chain and demand chain analysis (7)
(ii) Materials management for quick response (7)
25. a) Explain the various pre-shipment and post-shipment documents to be made in apparel export
(OR)
b) Explain the various export incentives which are available to a garment manufacturer in the country and discuss the impact of fluctuation in foreign exchange value on garment export.
