KUMARAGURU
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B.TECH DEGREE EXAMINATIONS: NOV 2015

(Regulation 2009)

Seventh Semester

TEXTILE TECHNOLOGY

TTX210: Apparel Marketing And Merchandising

Time: Three Hours   **Maximum Marks: 100**

Answer all the Questions:-

PART A (10 x 1 = 10 Marks)

1.   _____is selling goods to ultimate consumer

   a) Retailing   b) Export

   c) Contractors   d) Import

2. Which one of the following is most important for Indian Apparel Industry?

   a) Low cost labour   b) Raw material availability

   c) Technology   d) Largest consumer

3. Visual merchandising is one type of _____ to buyer

   a) Display   b) Promotion

   c) Creativity   d) Communication

4. Slow penetration strategy refers to

   a) High price and high promotion outlay   b) High price and low promotion outlay

   c) Low price and high promotion outlay   d) Low price and low promotion outlay

5. Identify the factors which are considered in make or buy decision in apparel merchandising

   a) Cost alone   b) Cost and Quality

   c) Cost and Design   d) Design and Quality

6. Role of a export house merchandiser is

   a) Quality control   b) Negotiation

   c) Coordination   d) All the above

7. Sourcing is the process of determining _____

   a) Cost effective vendor   b) Product

   c) Quality   d) Price

8. _____ is the process of gathering, analyzing and interpreting information about a product or service to be offered for sale

   a) Market research
   b) Marketing plan
   c) Market segmentation
   d) Market mix

9. FOB_____

   a) free on board
   b) free on bill
   c) fabric on board
   d) fibre on board

10. Bill of lading is a document on

   a) Shipping
   b) Inspecting
   c) Forwarding
   d) Clearing

PART B (10 x 2 = 20 Marks)

11. List the functions of DJFT

12. State the importance of licensing

13. What is marketing research?

14. Differentiate buyer office from buying agency

15. List any 3 functions of merchandising division.

16. State the principles of MRP.

17. Brief the significance of sourcing with respect to apparel industry.

18. State the importance of JIT?

19. List Top 5 Indian retailers

20. What is GATT?

PART C (5 x 14 = 70 Marks)

21. a) i) Discuss about the benefits and functions of AEPC and TEXPROCIL (10)

    ii) Briefly discuss about types of exports (4)

    (OR)

    b) Discuss in detail about the organization and structure of the apparel industry?

22. a) Describe the types of market. Discuss about the retail and wholesale strategies for distributing goods.

    (OR)

b)   Explain the responsibilities of a marketing division and also Discuss the market research procedure for introducing a girl's wear.

23.   a)   Write short notes on i) Market trends ii) Line planning (iii) Product development and (iv) line presentation

(OR)

b)   Elaborate the role and responsibilities of merchandiser in garment industry.

24.   a)   i)   Discuss about sourcing strategies   (7)
         ii)   Discuss about supply chain and demand chain analysis   (7)

(OR)

b)   i)   Write short notes on MRP   (7)
     ii)   Write short notes on Materials management for quick response   (7)

25.   a)   i)   Discuss about functions and objectives of WTO   (7)
         ii)   Write short notes on Export incentives   (7)

(OR)

b)   Elaborate the pre-shipment and post shipment documents used for exports

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