



B.TECH DEGREE EXAMINATIONS : APRIL/ MAY 2016

(Regulation 2013)

Sixth Semester

FASHION TECHNOLOGY

U13FTT602 : Apparel Merchandising

Time: Three Hours

Maximum Marks: 100

Answer all the Questions:-

PART A (10 x 1 = 10 Marks)

1. A contractual agreement between two or more people who agree to share not necessarily equally in profit or losses of organisation is
 - a) Proprietorship
 - b) Cooperative
 - c) Franchising
 - d) Partnership
2. Segmenting the fashion market based on ages of target customers is called as _____.
3. The customers who occasionally shop or attracted by firms offers are known as _____.
 - a) Fringe customers
 - b) Core customers
 - c) Average customers
 - d) Window shoppers
4. The first stage in market research is _____.
5. Which factor is not considered while making make – or – buy decision in sourcing process?
 - a) Cost
 - b) Production capacity
 - c) Quality
 - d) Market
6. The primary output of MRP is _____.
7. The complete order a company gets from buying agency is known as _____.
 - a) Direct order
 - b) Merchant order
 - c) CM order
 - d) CMT order
8. The retail merchandise that sells a specific brand of clothing is known as _____.
9. The sample which is prepared with any of the available fabric is _____.
 - a) Fit sample
 - b) Size set sample
 - c) Shipment sample
 - d) Style sample
10. Authorized use of a name, logo, or trademark is referred as _____.

PART B (10 x 2 = 20 Marks)
(Answer not more than 40 words)

11. Distinguish between horizontal and vertical integration with respect to apparel business.
12. What do you mean by trade balance and trade deficit in global fashion business?
13. Enlist the responsibilities of marketers in apparel business.
14. State the purpose of conducting marketing research.
15. List out the factors to be considered while making outsourcing decision.
16. Differentiate between MRP I and MRP II.
17. Differentiate various types of buyers.
18. Enlist the different samples prepared while confirming an export order by a merchandiser.
19. Outline the criteria to be considered while choosing vendors in sourcing.
20. State the merits and demerits of branding.

PART C (5 x 14 = 70 Marks)
(Answer not more than 400 words)

Q.No. 21 is Compulsory

21. Discuss on different business concepts applicable to apparel industry.
22. (a) Explain how different functional specialisation areas in the apparel firms coordinate to support apparel business.

(OR)

(b) Explain the procedure for conducting a market research for an apparel product.
23. (a) Enumerate the various sourcing strategies followed in apparel industry.

(OR)

(b) Discuss the various aspects of manufacturing resource planning in apparel industry.
24. (a) Explain in detail the roles and responsibilities of an export house merchandiser.

(OR)

(b) Discuss in detail the order confirmation process carried out by a merchandiser with an illustrated example.
25. (a) Explain the six month merchandise planning process carried out by a merchandiser in a retail house.

(OR)

(b) Discuss the importance of branding in fashion retail business. Also enumerate the process related to brand licensing.
