



**B.TECH DEGREE EXAMINATIONS: MAY 2017**

(Regulation 2014)

Sixth Semester

**FASHION TECHNOLOGY**

U14FTT602 Apparel Merchandising

**COURSE OUTCOMES**

- CO1:** Acquire knowledge on fashion industry and types of apparel industry and business concepts adopted  
**CO2:** Understand types of apparel markets, marketing research and strategies.  
**CO3:** Gain knowledge on sourcing, supply chain management, and resource planning  
**CO4:** Acquire knowledge on role and responsibilities of merchandiser. Communication with stake holders, product development, line planning and presentation.  
**CO5:** Developing knowledge on merchandise management

**Time: Three Hours**

**Maximum Marks: 100**

**Answer all the Questions:-**

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

1. Matching type item with multiple choice code

CO1 [K<sub>2</sub>]

| List I                |  | List II                                  |  |
|-----------------------|--|--|--|
| A. Production Concept |  | i. Profits through customer satisfaction |  |
| B. Product Concept    |  | ii. Profits through sales volume         |  |
| C. Selling concept    |  | iii. Focus on production volume          |  |
| D. Marketing Concept  |  | iv. Focus on design & quality of goods   |  |

- |    | A   | B  | C   | D  |
|----|-----|----|-----|----|
| a) | ii  | i  | iii | iv |
| b) | iii | iv | ii  | i  |
| c) | ii  | iv | iii | i  |
| d) | iii | i  | ii  | iv |

2. Products are arranged into strategic business units to better consumer needs and to achieve sales and profit goals in

CO5 [K<sub>2</sub>]

- |                        |                                 |
|------------------------|---------------------------------|
| a) Category management | b) Direct product profitability |
| c) Retail auditing     | d) Merchandising                |

3. Which of the following is not a benefit of formulating a retail strategy? CO4 [K<sub>2</sub>]
1. A retailer is forced to study the legal, economic and competitive market
  2. A retailer is shown how it can differentiate itself from competitors
  3. Sales maximization is stressed
  4. Crisis are anticipated and often avoided
- a) 1,3 b) 2,4  
c) 3 only d) 2 only
4. When a company distributes its products through a channel structure that includes one or more resellers, it is known as \_\_\_\_\_ CO2 [K<sub>2</sub>]
- a) Indirect Marketing b) Direct Marketing  
c) Multi level Marketing d) Integrated Marketing
5. Assertion (A): Vertical integration is a takeover of a firm that is neither a supplier nor user in the chain of production. CO1 [K<sub>4</sub>]  
Reason (R): The limitation of vertical integration is reduced flexibility in production and distribution of the product line.
- a) Both A and R are Individually true and R is the correct explanation of A b) Both A and R are Individually true but R is not the correct explanation of A  
c) A is true but R is false d) A is false but R is true
6. Private brands are CO5 [K<sub>2</sub>]
- a) Produced and controlled by manufacturer b) More expensive for consumers  
c) Supported by manufacturer advertising d) Wholesaler's or retailer's name
7. Which of the following sequence is true? CO3 [K<sub>3</sub>]
1. Outbound logistics
  2. Sourcing
  3. In bound logistics
  4. Conversion into finished goods
  5. Retailing
- a) 2-3-4-1-5 b) 5- 1-3-2-4  
c) 5- 3-4-2-1 d) 4-1-3-2-5
8. The number of distinct goods/services categories a retailer carries is referred as CO4 [K<sub>2</sub>]
- a) Consistency of the product mix b) Product life cycle  
c) Depth of assortment d) Width of assortment

9. Assertion (A): In niche Strategy the firm concentrates on a select few target segments CO2 [K<sub>4</sub>]  
Reason (R): The firm looks to gain a competitive advantage through effectiveness rather than efficiency.
- a) Both A and R are Individually true and R is the correct explanation of A      b) Both A and R are Individually true but R is not the correct explanation of A  
c) A is true but R is false      d) A is false but R is true
10. Which of the following statement/s is/are true? [CO3, K2] CO3 [K<sub>2</sub>]
- i. Physical distribution and logistics are the same  
ii. Logistics and supply chain are same  
iii. Transportation and logistics are same  
iv. Logistics is a subset of supply chain  
v. Supply chain is a subset of logistics
- a) i, ii and iii      b) ii, iii and iv  
c) iv only      d) v only

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

**(Answer not more than 40 words)**

11. Differentiate vertical and horizontal integration with respect to apparel business. CO1 [K<sub>2</sub>]
12. List the types of apparel exporters. CO1 [K<sub>1</sub>]
13. Illustrate the organizational structure flow of export apparel firm. CO2 [K<sub>2</sub>]
14. Differentiate oligopoly and monopoly competition. CO2 [K<sub>2</sub>]
15. What are the factors to be considered while evaluating vendors during sourcing? CO3 [K<sub>2</sub>]
16. What are the major elements in supply chain management? CO3 [K<sub>2</sub>]
17. Differentiate between proto and size set samples. CO4 [K<sub>1</sub>]
18. Compare export order and CMT order. CO4 [K<sub>2</sub>]
19. What are the constraining factors in product management? CO5 [K<sub>2</sub>]
20. Why firm use brand ambassadors? How does it contribute to brand equity? CO5 [K<sub>1</sub>]

**Answer any FIVE Questions:-**  
**PART C (5 x 14 = 70 Marks)**  
**(Answer not more than 300 words)**

**Q.No. 21 is Compulsory**

- |   |     |                   |
|---|-----|-------------------|
| 21. Material Management and Sourcing Strategies influence the growth of apparel business.<br>Discuss  | CO3 | [K <sub>3</sub> ] |
| 22. Merchandiser is the backbone of the apparel export business. Discuss.   | CO4 | [K <sub>3</sub> ] |
| 23. Elaborate the export routes and their merits and demerits.  | CO1 | [K <sub>2</sub> ] |
| 24. Enumerate the Retailer and wholesale strategies for merchandise distribution  | CO2 | [K <sub>2</sub> ] |
| 25. Why market research is needed? Explain the research process in detail   | CO2 | [K <sub>2</sub> ] |
| 26. Discuss merchandise management planning in retail and export segments   | CO5 | [K <sub>2</sub> ] |
| 27. Discuss in detail the importance of creating brand awareness and detail the activities for creating brand awareness in apparel retail brands. | CO5 | [K <sub>4</sub> ] |

\*\*\*\*\*