



**B.TECH DEGREE EXAMINATIONS: MAY 2018**

(Regulation 2015)

Sixth Semester

**FASHION TECHNOLOGY**

U15FTT601 : Apparel Merchandising

**COURSE OUTCOMES**

**CO1:** Acquire knowledge on apparel industry and business concepts adopted

**CO2:** Collection of data of apparel markets, marketing research and strategies.

**CO3:** Develop knowledge on sourcing, supply chain management and resource planning

**CO4:** Acquire knowledge on role and responsibilities of merchandiser and applying it with stake holder product development, line planning and presentation.

**CO5:** Application of branding and the brand licensing and development process.

**Time: Three Hours**

**Maximum Marks: 100**

**Answer all the Questions:-**

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

1.	List I	List II	CO2 [K <sub>3</sub> ]
	A. Proto sample	i. Measures the correctness	
	B. Size set sample	ii. Confirmation sample	
	C. Counter Sample	iii. Development of the product	
	D. Fit sample	iv. To evaluate the size	

	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. Approaching your customer through the \_\_\_\_\_ is the best strategy in the recent time. CO2 [K<sub>2</sub>]

- |                  |            |
|------------------|------------|
| a) Social Media  | b) Blogs   |
| c) Advertisement | d) Notices |

3. The key functions and features of Manufacturing resource planning (MRP II) are, CO3 [K<sub>4</sub>]
1. Master production schedule (MPS)
  2. Overall inventory report (OIR )
  3. Bill of materials (BOM)
  4. Work in process report (WIPR)
- a) 1,3 b) 1,4  
c) 1,2 d) 2,3
4. The material resource planning (MRP) majorly dependent on CO3 [K<sub>2</sub>]
- a) Operator knowledge b) Number of Entries  
c) Percentage Error d) Integrity of the data
5. Assertion (A): The main function of production merchandiser is order follow up CO4 [K<sub>3</sub>]  
Reason (R): The merchandiser knows the actual requirement of the buyer
- 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. The term Cut-Make –Trim, is generally used in the case of CO4 [K<sub>1</sub>]
- a) Batch production b) Cutting department  
c) Job order d) Processing activity.
7. Identify the correct sequence of the following activity CO4 [K<sub>1</sub>]
1. Bulk production
  2. Lab dip
  3. Proto sample approval
  4. Approval for raw materials and correction
- a) 2-3-4-1 b) 1-3-2-4  
c) 3-4-2-1 d) 4-1-3-2
8. The main factor that influence the selection of supplier is CO5 [K<sub>2</sub>]
- a) Buyer terms and policies b) Minimum order quantity  
c) Location d) INCO Terms
9. Assertion (A): Deciding the store’s philosophy, mission and objectives is first strategy in retail. CO5 [K<sub>3</sub>]  
Reason (R): Situation analysis is the second step of that process
- 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

