



**B.TECH DEGREE EXAMINATIONS: APRIL / MAY 2023**

(Regulation 2018)

Sixth Semester

**FASHION TECHNOLOGY**

U18FTT6002: Apparel Merchandising and Cost Management

**COURSE OUTCOMES**

**CO1:** Acquire knowledge in basic principles of merchandising

**CO2:** Acquire knowledge in sourcing and documentation

**CO3:** Describe the factors that determine the cost of apparel products

**CO4:** Calculate CMT cost for different types of garments.

**CO5:** Evaluate the cost of apparel products based on various specifications of garments

**CO6:** Acquire knowledge on various pricing techniques, budgeting and cost volume profit analysis

**Time: Three Hours**

**Maximum Marks: 100**

**Answer all the Questions:-**

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

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

1. Distinguish between manufacturer exporter and merchant exporter with appropriate examples. CO1 [K<sub>4</sub>]
2. Abbreviate CM and CMT and estimate how the CM/ CMT charges for the basic round neck t-shirt is calculated. CO1 [K<sub>3</sub>]
3. Define the term sourcing and justify the need for sourcing. CO2 [K<sub>3</sub>]
4. What is Material Requirements Planning (MRP). CO2 [K<sub>2</sub>]
5. Write the objectives of cost accounting. CO3 [K<sub>2</sub>]
6. What do you mean by factory overheads? Give an example. CO3 [K<sub>2</sub>]
7. Mention the factors that determine the cost of garments. CO4 [K<sub>1</sub>]
8. Sketch a genderless polo t-shirt and estimate the standard CMT cost. CO4 [K<sub>5</sub>]
9. Define capital budgeting. CO6 [K<sub>2</sub>]
10. Justify the term break-even analysis, with suitable examples. CO6 [K<sub>4</sub>]

**Answer any FIVE Questions:-**  
**PART B (5 x 16 = 80 Marks)**  
**(Answer not more than 400 words)**

11. a) Merchandiser has to communicate with different levels of people and hence backbone of merchandising is effective communication. Show the several modes of communication that are commonly practised by a merchandiser to communicate with buyers and suppliers. Analyse the protocols to be considered in each mode of communication. 8 CO1 [K<sub>3</sub>]
- b) Justify the roles and responsibilities of a merchandiser from order analysis to shipment in the apparel industry. 8 CO3 [K<sub>5</sub>]
12. a) Differentiate between supply chain and demand chain analysis in sourcing. 8 CO2 [K<sub>4</sub>]
- b) Compare the pre-shipment and post-shipment documents with necessary examples. 8 CO2 [K<sub>3</sub>]
13. a) Discuss the various elements of cost with appropriate cost-volume chart for the classification of overhead expenses. 8 CO3 [K<sub>2</sub>]
- b) Compare fixed, variable and semi-variable costs with suitable examples of your own. 8 CO3 [K<sub>3</sub>]
14. a) Cutting-making trimming (CMT) is a major impact on the manufacturing cost of the garment and it involves man-machine-material. How is CMT influenced by the design features of a garment and elaborate the points to consider while calculating CMT for a garment? Also, suggest a suitable method and approximate CMT charges for the basic men's polo t-shirt. 8 CO4 [K<sub>4</sub>]
- b) Describe the cost of components and estimate the approximate CMT charges for a men's formal shirt. 8 CO4 [K<sub>2</sub>]
15. a) Compare the cost of manufacturing for these two products.  
(i) . Solid Colored Woven Shirt. 8 CO5 [K<sub>4</sub>]  
(ii). Stripes Woven Shirt (Two Color Stripes) and Conclude which of them is expensive
- b) Determine the various methods of garment pricing followed in the apparel industry. 8 CO5 [K<sub>2</sub>]
16. a) Assume you are working as a general manager in the garment industry, explain how you can use CVP analysis to make decisions regarding changes in operations or garment pricing structure. 8 CO6 [K<sub>5</sub>]
- b) In cost-volume-profit analysis, explain what happens at the break-even point and why companies do not want to remain at the break-even point. 8 CO6 [K<sub>3</sub>]

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