



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

(Regulation 2018)

Sixth Semester

**TEXTILE TECHNOLOGY**

U18TXE0008: Textile Marketing and Merchandising

**COURSE OUTCOMES**

- CO1:** Explain the Apparel Marketing and Consumer behavior in Fashion
- CO2:** Discuss the Fashion Merchandising and Merchandise planning
- CO3:** Describe the Apparel Merchandising Planning and Procedures
- CO4:** Explain the Retail Merchandise Plan and Visual Merchandising
- CO5:** Prepare Pre-Cost sheet for garments

**Time: Three Hours**

**Maximum Marks: 100**

**Answer all the Questions:-  
PART A (10 x 2 = 20 Marks)  
(Answer not more than 40 words)**

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|---|-----------------------|
| 1. Define the term marketing                                      | CO1 [K <sub>2</sub> ] |
| 2. Mention various types of marketing mix                         | CO1 [K <sub>3</sub> ] |
| 3. Mention some important quality requirements for a merchandiser | CO2 [K <sub>3</sub> ] |
| 4. Define the term 'line adoption'                                | CO2 [K <sub>3</sub> ] |
| 5. What do you mean by fit samples?                               | CO3 [K <sub>3</sub> ] |
| 6. Define revocable letter of credit                              | CO3 [K <sub>3</sub> ] |
| 7. What do you mean by retailing?                                 | CO4 [K <sub>3</sub> ] |
| 8. Mention various types of entrances in show rooms               | CO4 [K <sub>3</sub> ] |
| 9. Define the process of sourcing                                 | CO5 [K <sub>3</sub> ] |
| 10. Mention the importance of currency exchange rates             | CO5 [K <sub>3</sub> ] |

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

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|-----|--|-----------------------|
| 11. | Explain in detail about various elements of marketing mix in an apparel industry     | CO1 [K <sub>3</sub> ] |
| 12. | Discuss in detail about the five stage model of the consumer's buying process        | CO1 [K <sub>4</sub> ] |
| 13. | Pen down in detail about the functions and scope of fashion merchandising            | CO2 [K <sub>4</sub> ] |
| 14. | Explain in detail about various roles and responsibilities of a apparel merchandiser | CO3 [K <sub>3</sub> ] |
| 15. | Discuss in detail about important functions of a retailer                            | CO4 [K <sub>3</sub> ] |
| 16. | Elaborate on the strategic sourcing process in an apparel industry                   | CO5 [K <sub>4</sub> ] |

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