



B.E/B.TECH DEGREE EXAMINATIONS: APRIL /MAY 2024

(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 the CMT cost for different types of garments

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

Time: Three Hours

Maximum Marks: 100

Answer all the Questions:-

PART A (10 x 2 = 20 Marks)

(Answer not more than 40 words)

- | | | |
|--|-----|-------------------|
| 1. Define Merchandising | CO1 | [K ₁] |
| 2. In what ways does a manufacturer exporter have a more direct control over quality compared to a merchant exporter? Discuss with examples. | CO1 | [K ₂] |
| 3. Why is it important for companies to have a diverse sourcing strategy? Provide examples. | CO2 | [K ₂] |
| 4. "Sourcing is a significant concern in apparel merchandising". Justify. | CO2 | [K ₂] |
| 5. Mention the characteristics of fixed costs in a production process. | CO3 | [K ₁] |
| 6. Differentiate between direct costs and indirect costs. Provide examples of each in a manufacturing setting. | CO3 | [K ₂] |
| 7. How does the width of fabric affect the cost of garments? | CO4 | [K ₂] |
| 8. Analyse the significance of garment design in determining its cost. How does complexity in design influence production costs? | CO4 | [K ₃] |
| 9. Discuss two advantages of using the cost plus pricing method in apparel product pricing. | CO5 | [K ₁] |
| 10. Analyse the key differences in cost calculation between knitted and woven apparel products. | CO5 | [K ₄] |

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

- | | | | | | |
|-----|----|--|---|-----|-------------------|
| 11. | a) | Discuss the roles and responsibilities of a merchandiser. | 8 | CO1 | [K ₂] |
| | b) | Successful product development requires a deep understanding of consumer preferences and market trends. Analyze how a merchandising division can use the data to create a compelling product line. | 8 | CO1 | [K ₄] |
| 12. | a) | Discuss the key performance indicators (KPIs) a merchandising division should use to evaluate the success of a product line, and how these KPIs inform future strategies. | 8 | CO1 | [K ₂] |
| | b) | The merchandising industry faces various challenges, from supply chain disruptions to changing consumer preferences. Identify three major challenges and propose innovative solutions that a forward-thinking merchandising division could implement to overcome these challenges. | 8 | CO1 | [K ₃] |
| 13. | a) | Explain supply chain management and demand chain analysis in detail. | 8 | CO2 | [K ₂] |
| | b) | Analyze the specific documents required for both pre-shipment and post-shipment stages. How do these documents ensure the legality and security of export transactions? | 8 | CO2 | [K ₄] |
| 14. | a) | Describe the four objectives of cost accounting in a manufacturing company, providing examples of how each objective contributes to organizational success. | 8 | CO3 | [K ₃] |
| | b) | Describe in detail the various elements of cost followed in apparel industry. | 8 | CO3 | [K ₂] |
| 15. | a) | Describe in detail the steps involved in calculating CMT costs for a specific garment type. How can companies reduce CMT costs without compromising quality? | 8 | CO4 | [K ₂] |
| | b) | Imagine you are a cost analyst in a garment manufacturing company. Describe the process you would follow to conduct a detailed costing analysis for a new garment design. How would you identify areas for cost optimization? | 8 | CO4 | [K ₄] |
| 16. | a) | Break-even analysis is essential for setting sales targets. Describe the process of conducting a break-even analysis for an apparel product. How can break-even analysis inform pricing strategies? | 8 | CO5 | [K ₂] |
| | b) | Cost calculation for apparel products requires attention to detail. Using examples, explain how the cost of materials, labor, and overheads are calculated for a knitted garment. | 8 | CO5 | [K ₅] |
