



B.E/B.TECH DEGREE EXAMINATIONS: NOV / DEC 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
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)

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|--|-----|-------------------|
| 1. What does merchandising mean? | CO1 | [K ₁] |
| 2. What is the role of the buying office in the apparel business? | CO1 | [K ₁] |
| 3. Choose the important fabric parameters to consider while sourcing a woven fabric. | CO2 | [K ₃] |
| 4. Differentiate between ExW and FOB | CO2 | [K ₃] |
| 5. What are the elements of cost? | CO3 | [K ₁] |
| 6. Distinguish between estimating and costing. | CO3 | [K ₄] |
| 7. Compare CM and CMT cost | CO4 | [K ₃] |
| 8. The design of a fabric influences its cost. Justify? | CO4 | [K ₃] |
| 9. Distinguish between marginal cost pricing and full cost pricing | CO5 | [K ₄] |
| 10. Explain why understanding the break-even point is important when making pricing. | CO6 | [K ₃] |

Answer any FIVE Questions:-

PART B (5 x 16 = 80 Marks)

(Answer not more than 400 words)

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|---|---|-----|-------------------|
| 11. a) Explain the role and responsibilities of a merchandiser in the apparel industry. | 8 | CO1 | [K ₂] |
| b) Describe the concepts of line planning and line presentation in the context of the apparel industry. | 8 | CO1 | [K ₂] |

12. a) Explain the principles of Material Resource Planning. 8 CO2 [K₂]
 b) Explain the significance of demand chain analysis in modern supply chain management. 8 CO2 [K₃]
13. a) Identify different elements of cost occurring in an apparel industry. 8 CO3 [K₃]
 b) Analyze the importance of cost accounting in apparel business. 8 CO3 [K₃]
14. a) Critically analyze the major factors influencing the cost of apparel products. 16 CO4 [K₃]
15. a) Calculate the price of a T-Shirt with the following details. 16 CO5 [K₄]

Particulars		Measurements with allowance	
Type of body fabric	Single jersey	Body length	77 cm
Body fabric GSM	190	Sleeve length	28cm
Yarn cost (30 ^s Ne)	Rs 120/kg	Half chest width	61cm
Knitting cost	Rs 8/kg	Body length allowance	4 cm
Compacting cost	Rs 12/kg	Sleeve length allowance	8 cm
Dyeing cost	Rs 30/kg	Chest allowance	7cm
Enzyme wash	Rs 15/kg		
Fabric wastage	10%		
Cost of trims	Rs 2.50 / garment		
CMT cost	Rs 18/ garment		
Cost of other accessories	Rs 12/ garment		
Rejection of garment	3%		
Profit	15%		

16. a) With a suitable example explain in detail the full cost pricing technique. 10 CO6 [K₂]
 b) Explain the capital budgeting concerning the apparel industry. 6 CO6 [K₂]
