



B.TECH DEGREE EXAMINATIONS: NOV/DEC 2024

(Regulation 2018)

Sixth Semester

TEXTILE TECHNOLOGY

U18TXE0008: Textile Marketing and Merchandising

COURSE OUTCOMES

- CO1:** Explain the Apparel Marketing and Consumer behaviour 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. What is the primary objective of marketing in the fashion industry? | CO1 | [K ₂] |
| 2. What is the significance of the 'marketing mix' in fashion marketing? | CO1 | [K ₂] |
| 3. Define product planning in fashion merchandising. | CO2 | [K ₂] |
| 4. What is the product mix strategy in fashion merchandising? | CO2 | [K ₂] |
| 5. What is the primary role of an apparel merchandiser? | CO3 | [K ₃] |
| 6. What is the purpose of a Bill of Materials (BOM) in apparel production? | CO3 | [K ₃] |
| 7. What is retail merchandising? | CO4 | [K ₂] |
| 8. What is assortment planning in retail? | CO4 | [K ₂] |
| 9. What is the cost sheet in apparel manufacturing? | CO5 | [K ₂] |
| 10. What role does lead time play in fabric sourcing? | CO5 | [K ₂] |

Answer any FIVE Questions:-

PART B (5 x 16 = 80 Marks)

(Answer not more than 400 words)

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| 11. Explain the impact of consumer behavior on fashion marketing strategies and how brands adapt to changing consumer trends. | CO1 | [K ₄] |
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12. Discuss the different types of merchandising and explain the significance of fashion merchandising in the retail industry. CO2 [K4]
13. Explain the role of an apparel merchandiser in the fashion industry. Discuss how they manage the product development and production processes from concept to final shipment. CO3 [K4]
14. Discuss the elements and types of visual merchandising in retail. How does visual merchandising influence customer behavior and sales in a retail setting? CO4 [K4]
15. Explain the sourcing process in the apparel industry and the factors that influence sourcing decisions for fabric and trims. How do these decisions impact overall production and product quality? CO5 [K4]
16. Discuss the role of product planning and development in fashion merchandising and analyze how it supports a brand's positioning and profitability. CO2 [K4]
