

Avinashilingam Institute for Home Science and Higher Education for Women
(Deemed to be University) Coimbatore-641 043
Bachelor's Degree Examination – November-2018
V Semester

Class : III UG

Major : Textiles and Apparel Designing

Time :3 hours

Max. Marks: 100

15BTDC23 Apparel Merchandising

Part-A

10 x 1=10

Choose the correct answer

1. ----- involves directing and coordinating development of product lines from start to finish
a. marketing b. retailing c. merchandising d. selling
2. Merchandiser is a
a. Customer b. Buyer c. Manufacturer d. coordinator
3. Function of merchandiser
a. planning b. fabric sourcing c. looking into production d. All the above
4. ----- merchandisers are involved primarily in the manufacturing sector
a. Wholesale merchandiser b. Retail merchandiser c. Visual merchandiser
d. Marketing merchandiser
5. Predicting trends is
a. Market research b. Marketing c. Forecasting d. Merchandising
6. The process of exchange of facts and ideas between persons
a. Coordinating b. Sampling c. communicating d. merchandising
7. ----- enables a manufacturer to know what the consumers want at what time and in what quantity
a. Advertisement b. Publicity c. Market research d. promotional activities
8. ----- is a non personal form of communication conducted through paid media
a. Advertising b. promotion c. Marketing d. Merchandising
9. ----- is the means to communicate the stores fashion, value and quality message to prospective customer through window display
a. advertising b. direct dealing c. trunk show d. visual merchandising
10. ----- is a formal presentation of a group of styles or collections, often in connections showing the seasons new fashionable outfits created by designers
a. show b. fashion press c. fashion show d. design show

Part B

5 X 6=30

Answer the following

Answer should not exceed 400 words or two pages

11.a. Explain the terms merchandising and merchandiser ?

(or)

11.b. Explain any four terms related to Merchandising

12.a. Discuss about the recent trends in retailing

(or)

12.b. Write a note on off site retailing.

13.a. Explain the following i) Flea ii) Ware house club

(or)

13.b. What are the elements of fashion buying?

