



Avinashilingam Institute for Home science and Higher Education for Women, Coimbatore - 641043
Continuous Internal Assessment I – August 2025
V Semester

Class: III UG

Time: 2 hours

Major: Textiles and Apparel Designing

Max. Marks: 60

23BTDC09 APPAREL MERCHANDISING

Course Outcomes:

- Define the concepts and role of merchandizing in the apparel industry
- Explain the role of merchandisers in various apparel merchandising segments.
- Summarize the various aspects of merchandising
- Distinguish the apparel merchandising processes
- Evaluate the merchandising practices.

Part – A

6 x 1 = 6

Choose the correct answer

1. Merchandiser plays a liaison role between CO1 K1
 - a. Buyer and producer
 - b. Buyer and seller
 - c. Seller and retailer
 - d. Buyer and retailer
2. Merchandising helps the buying house to CO1 K2
 - a. Follow up of order
 - b. Analysis of order
 - c. Do the costing
 - d. All the above
3. Merchandising that refers to all promotional and marketing activities CO2 K2
 - a. Product
 - b. Visual
 - c. Fashion
 - d. Retail
4. In merchandising, which department primarily handles raw material consumption calculations? CO2 K 2
 - a. Marketing
 - b. Sampling
 - c. Costing and Planning
 - d. Sales
5. What is 'Lead Time' in sourcing? CO3 K2
 - a. The cost of transportation
 - b. The number of employees required
 - c. The quality of the product
 - d. Time between placing and receiving an order
6. Which of the following is a sourcing strategy focused on cost-efficiency? CO3 K2
 - a. Just-in-Time
 - b. Low-Cost Country Sourcing (LCCS)
 - c. Local Sourcing
 - d. In-house manufacturing

Part-B

Answer All the Question

3X6=18

Answer should not exceed 400 words or two pages

- 7 a. Discuss on the importance of Merchandising. (or) CO1 K3
- 7 b. Write a note on the responsibilities of merchandiser. CO1 K2
- 8.a. Explain production merchandising. (or) CO2 K3
- 8.b. Describe about Line planning and Line development. CO2 K2
- 9.a. Classify sourcing and explain in brief. (or) CO3 K2
- 9.b. Give a note on need for sourcing. CO3 K2

Part – C

3X 12 = 36

Answer All the Question

Answer should not exceed 800 words or four pages

- 10.a. Explain in detail the structure of an apparel industry. (or) CO1 K3
10. b. Discuss the functions of merchandiser in apparel industry. CO1K4
11. a. Explain different types of merchandising. (or) CO2 K3
11. b. Elaborate on merchandising planning in detail. CO2 K3
12. a Discuss on factory capacity planning in apparel merchandising (or) CO3 K4
12. b Explain sourcing strategies in detail. CO3 K4

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