



**Avinashilingam Institute for Home Science and Higher Education for Women**

(Deemed to be University Estd. u/s 3 of UGC Act 1956, Category A by MHRD)  
Re-accredited with A++ Grade by NAAC. CGPA 3.65/4, Category I by UGC  
Coimbatore - 641 043, Tamil Nadu, India

Continuous Internal Assessment Test II – OCTOBER 2025  
Semester V

Class: III UG  
Major: Textiles and Apparel Designing

Time: 2 hours  
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. Main process in vendor management is \_\_\_\_\_. CO5 K5
  - a. Monitoring employee productivity
  - b. Managing relationships with logistics providers only
  - c. . Managing supplier relationships to ensure quality and cost-effectiveness
  - d. . Outsourcing the entire supply chain process
2. Global network that moves a product from raw material to the end consumer. CO5 K5
  - a. Vendor management
  - b. nurturing relationships with suppliers
  - c. supply chain
  - d. Sourcing
3. Costs associated with the factory building and equipment. CO5 K5
  - a. Indirect expenses
  - b. Administrative overhead
  - c. Direct costs
  - d. Indirect materials
4. It refers to the difference between the selling price and production price. CO5 K5
  - a. Mark-up
  - b. Gross Margin
  - c. Mark down
  - d. Cost
5. A record that contains points of interest with regards to the quality, review, design, mass, weight, and cost of the exported merchandise and the terms and conditions on which their transportation will occur . CO5 K5
  - a. Proforma Invoice
  - b. Certified Invoice
  - c. Customs Invoice
  - d. Consular Invoice
6. Which one of the following is not a part of the export documents? CO5 K1
  - a. Commercial invoice
  - b. Certificate of origin
  - c. Bill of entry
  - d. Mate's receipt

Part B

3 x 6 = 18

Answer ALL questions

Each answer should not exceed 400 words or two pages

- 7.a. Describe the types in vendor management. (or) CO3K3
- 7.b. Explain the types of suppliers in apparel Merchandising CO3K3
- 8.a. Enumerate on the Expenses and Overheads in costing. (or) CO4K4
- 8.b. How will you calculate fabric cost for a Knit T-Shirt? Explain . CO4K2
- 9.a. Give a note on certificate of origin. (or) CO5K3
- 9.b. Write about on FOB and C and F. CO5K4

Part C

3 x 12 = 36

Answer ALL questions

Each answer should not exceed 800 words or four pages

10. (a). Explain about Vendor Management in apparel Merchandising. (or) CO3K3
  10. (b). Write note on Supply Chain management. CO3K3
  11. (a). Discuss about Elements of Cost. (or) CO4K3
  11. (b). Elaborate on factors influencing costing in apparel merchandising. CO4K3
  12. (a) Write a note on various export procedure in apparel industry. (or) CO5 K3
  12. (b). Give a detail note about Letter of Credit. CO5K3
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