



Avinashilingam Institute for Home Science and Higher Education for Women

(Deemed to be University under Category 'A' by MHRD, Estd. u/s 3 of UGC Act 1956)

Re-accredited with 'A+' Grade by NAAC. Recognised by UGC Under Section 12B

Coimbatore - 641 043, Tamil Nadu, India

Bachelor's Degree Examination – January 2021 V Semester

Class : III UG
Major : Textiles and Apparel Designing

Time : 3 Hours
Max. Marks : 100

18BTDC23 Apparel Merchandising

Part A

10 x 1 = 10

Choose the Correct Answer

- Merchandiser plays a liaison role between
 - Buyer and producer
 - Buyer and seller
 - Seller and retailer
 - Buyer and retailer
- Merchandising helps the buying house to
 - Follow up of order
 - Analysis of order
 - Do the costing
 - All the above
- Team working skills an essential quality of a
 - Buyer
 - Seller
 - Retailer
 - Merchandiser
- Merchandising that refers to all promotional and marketing activities
 - Product
 - Visual
 - Fashion
 - Retail
- Merchandising management includes
 - Planning
 - Acquisition
 - Analysis
 - All the above
- The model stock plan is used by buyers of fashion goods to _____ fashion assortments
 - Optimum stock
 - Procure
 - Plan
 - Forecast
- A supply chain is a sequence linked between
 - Customer and prospects
 - Supplier and manufacturer
 - Suppliers and customers
 - Warehousing and wholesaling units
- Material Management helps in
 - Avoiding stockouts
 - Smooth flow of stocks
 - Optimum use of available resources
 - All the above
- Bill of lading is issued to
 - Carrier
 - Shipper
 - Exporter
 - Importer
- FOB means that the _____ is responsible for transportation of the goods to the port of shipment and the cost of loading
 - Seller
 - Buyer
 - Shipper
 - Port trust

Part B
Answer ALL questions
Each answer should not exceed 400 words or two pages

5 x 6 = 30

- 11.a. Discuss on the concepts of merchandising.
(or)
- 11.b. Brief on the terminologies used in merchandising.
- 12.a. Write notes on elements of fashion buying.
(or)
- 12.b. What are the duties and responsibilities of a fashion buyer?
- 13.a. Write notes on market segmentation.
(or)
- 13.b. What are the different methods of data collection?
- 14.a. Brief on vendor management process.
(or)
- 14.b. What is the need for sourcing?
- 15.a. State the importance of commercial invoice.
(or)
- 15.b. Write notes on FOB, C and F and CIF.

Part C
Answer ALL questions
Each answer should not exceed 800 words or four pages

5 x 12 = 60

- 16.a. Elaborate on the duties and responsibilities of a merchandiser.
(or)
- 16.b. Explain in detail the structure of an apparel industry.
- 17.a. Detail on buying operations.
(or)
- 17.b. Elaborate on different types of merchandising.
- 18.a. Detail on pricing and costing strategies.
(or)
- 18.b. Explain product management in detail.
- 19.a. Detail on supply chain and demand chain analysis.
(or)
- 19.b. Elaborate on material resource planning.
- 20.a. Describe the various steps involved in preparation of letter of credit.
(or)
- 20.b. Explain in detail the different documents used for import export trade.
