

S.No. 2944

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(For the candidates admitted from 2012-2013 onwards)

B.Sc. DEGREE EXAMINATION,
NOVEMBER/DECEMBER 2014.

Fifth Semester

Textile and Fashion Designing

Elective — FASHION MARKETING AND
MERCHANDISING

Time : Three hours

Maximum : 75 marks

SECTION A — (10 × 2 = 20 marks)

Answer ALL questions.

1. What is merchandising?
2. Define 'product cycle'.
3. What is fabric quality?
4. Define 'colour shade'.
5. What is export market?
6. State the advantages of duty drawback.

13. (a) State the need of buyer and seller meet.
(b) Write any two promotional activities of apparel industry.
- Or
12. (a) What is channels of distribution?
(b) Classify various type of merchandising.
- Or
11. (a) Write the role of merchandising in apparel industry.
(b) Write any five pre-buying activity in apparel industry.

Answer ALL questions.

SECTION B — (5 × 5 = 25 marks)

10. What is sales promotion?
9. Define 'Advertising'.
8. What is factory cost?
7. Define 'costing'.

14. (a) Write the importance of export pricing.
(b) State the need of calculating basic cost of a product.
- Or
15. (a) What is retailing? State its importance.
(b) Write the scope and importance of advertising.
- SECTION C — (3 × 10 = 30 marks)
- Answer any THREE questions.
16. Give an account an fashion marketing.
17. Explain fabric selection and quality requirements in apparel industry.
18. Discuss in detail on international market environment.
19. Explain the costing procedure for export pricing.
20. Explain the need and responsibilities of retail management.