

Sample End Semester Question Paper
Scheme – I

Programme name : Fashion & clothing technology
Programme code : DC
Semester : VI
Course Title : APPAREL MERCHANDISING
Max. Marks : 70

22667

Time : 3 Hrs.

Instructions:

- (1) All questions are compulsory.
- (2) Illustrate your answers with neat sketches wherever necessary.
- (3) Figures to the right indicate full/ Maximum marks.
- (4) Assume suitable data if necessary.
- (5) Preferably, write the answers/ attempt the questions in sequential order.

Q.1) Attempt any FIVE of the following. (10 Marks)

- a) Define market segmentation.
- b) Give an example for market positioning in apparels.
- c) Enlist any four demographic factors.
- d) Define market penetration.
- e) State significance of operation bulletin.
- f) Suggest window display for summer season.
- g) State objectives of inventory control.

Q.2) Attempt any THREE of the following. (12 Marks)

- a) Describe fashion marketing process.
- b) Explain types of fashion market.
- c) Describe factors affecting fashion buying.
- d) Discuss application of two bin method for inventory control.

Q.3) Attempt any THREE of the following. (12 Marks)

- a) Outline product differentiation and positioning for sportswear.
- b) Describe types of environments affecting fashion products.
- c) Suggest various marketing strategies on different stages of fashion life cycle for denim jeans.
- d) Explain various interior components considered in visual merchandising.

Q.4) Attempt any THREE of the following. (12 Marks)

- a) Describe any 4 selling techniques for manufacturer.
- b) Explain contents of tech-pack.
- c) State objectives of visual merchandising.
- d) Explain ABC analysis as technique for inventory control.
- e) State application of LIFO and FIFO method in apparel industry.

Q.5) Attempt any TWO of the following. (12 Marks)

- a) Explain types of merchandising with relevant example.
- b) Justify the role of advertising and promotion in fashion marketing.
- c) Explain the contents of operation bulletin for men's formal trouser.

Q.6) Attempt any TWO of the following. (12 Marks)

- a) Prepare the merchandiser's calendar for following data-
 - i. P.O.no.-2244
 - ii. Style- Men's half SL shirts
 - iii. Quantity- 40000 pcs.
 - iv. Delivery date 5th June 2020
- b) Explain factors considered in exterior displays.
- c) Write a note on 'JIT'.

Sample Test Paper I
MSBTE Outcome based Curriculum
Scheme – I

Programme Name: Fashion & clothing technology

Programme Code: DC

Semester: sixth

Max. Marks: 20

22667

Time:1 hour

Instructions: All questions are compulsory

1. Illustrate your answers with neat sketches wherever necessary
2. Figures to the right indicate full marks
3. Assume suitable data if necessary
4. Preferably, write the answers in sequential order

Q.1 Attempt any FOUR.

(8 Marks)

- a) Define fashion distribution.
- b) Give structure of export apparel industry.
- c) Enlist any 4 macro environmental factors.
- d) Give demographics for sports cap.
- e) Give Ansoff's marketing mix.
- f) Enlist any 4 selling techniques for retailer.

Q.2 Attempt any THREE.

(12 Marks)

- a) Explain diversification strategy with 2 relevant examples.
 - b) Elaborate the role of consumer buying behavior in fashion marketing.
 - c) Explain cultural and legal factors affecting fashion marketing.
 - d) Identify any 8 roles of merchandiser.
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Sample Test Paper 2
MSBTE Outcome based Curriculum
Scheme – I

Programme Name: Fashion & clothing technology

Programme Code: DC

Semester: sixth

Max. Marks: 20

22667

Time:1 hour

Instructions: All questions are compulsory

1. Illustrate your answers with neat sketches wherever necessary
2. Figures to the right indicate full marks
3. Assume suitable data if necessary
4. Preferably, write the answers in sequential order

Q.1 Attempt any FOUR.

(8 Marks)

- a) State significance of merchandiser's time & action calendar.
- b) Define tech-pack.
- c) Enlist types of window displays.
- d) Define POS display.
- e) State objectives of inventory control..
- f) State meaning of LIFO and FIFO.

Q.2 Attempt any THREE.

(12 Marks)

- a) State use of JIT in apparel industry.
- b) Outline the role of photography and signage in VM.
- c) Suggest the window display for 'Sankranti' festival with justification.
- d) Prepare operation bulletin for palazzo.