

**MASTER OF BUSINESS ADMINISTRATION  
(MBATEXM)**

00453

**Term-End Examination**

**December, 2013**

**MCTE-043 : APPAREL MERCHANDISING AND  
MARKETING**

*Time : 3 hours*

*Maximum Marks : 100*

**Note :** Answer *any five* questions and all questions carry *equal* marks.

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1. (a) Explain and compare the activities of manufacturing, retail and visual merchandising. 10
  - (b) Briefly explain the basic structure of Indian apparel manufacturing units and various department functions. 10
  2. (a) Explain the role and responsibility of merchandiser in pre-production processes. 10
  - (b) How does merchandiser interfaces with different departments in apparel manufacturing plant ? 10
  3. What do you mean by time and action calender ? 20  
Mention the important criteria to be considered while preparing the same and prepare a time and action calender with following specification.  
Men's full sleeve single pocket woven shirt with print at chest pocket centre and embroidery at back yoke centre out side. The total lead time is 90 days (Ninety Days). The company is having in-house facilities of cutting to packing. Printing and embroidery facilities are also available.

4. What do you believe is the most important changes in the apparel industry during the past 25 years that has had the greatest impact on the role of merchandising ? Explain your answer. 20
5. (a) Write a note on different samplings, its procedure and AQL standards followed in an apparel industry. 10
- (b) What are the various check points in "Quality inspection" in an apparel manufacturing unit ? Explain with reference to merchandising. 10
6. Explain the importance of garment costing and the kind of knowledge a merchandiser should have for error proof costing. Explain with examples the components of cost to be taken in to account while doing costing for a garment. 20
7. (a) Write a note on principles of design. 10
- (b) Draw and briefly explain the flow diagram of different stages of line development process. 10
8. (a) Explain the steps followed in supplier selection. 10
- (b) Explain the factors to be considered in sourcing decision. 10
9. What is Smart Merchandising ? 20
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