

**MASTER OF BUSINESS ADMINISTRATION
(MBATEXM)**

Term-End Examination

December, 2012

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

Time : 3 hours

Maximum Marks : 100

Note : Answer any five questions. All questions carry equal marks.

1. (a) Describe the functions of a merchandiser in a garment unit. 20
(b) List and explain different type of samples.
2. (a) What is trend analysis ? 20
(b) Explain the sourcing, execution and delivery of an export order.
3. (a) What are the check points for executing a trade show ? 20
(b) Explain the need for forecasting in the apparel industry.
4. (a) Explain the need for advertising for apparel product. 20
(b) Explain the need for visual merchandising.

5. (a) How does branding influence the marketing process ? 20
(b) Explain the importance of merchandising and marketing to apparel industry.
6. What is supply chain management ? Explain in detail the competitive advantage. 20
7. Define marketing and explain market segmentation. 20
8. List and explain any three formats used by a merchandiser while executing an order. 20
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