

**M.A. IN APPAREL PRODUCTION
MANAGEMENT (MAAPM)**

Term-End Examination

June, 2012

MFM-011 : APPAREL MERCHANDISING

00825

Time : 3 hours

Maximum Marks : 100

Note : Answer any 5 questions.

1. What is merchandising ? How does a merchant interface with different departments of an export house ? Explain in detail with examples. 20
2. Give the SWOT analysis of the Indian garment and textile sector. 20
3. Explain the Organisational structure of an export house giving the roles and responsibilities of each department. 20
4. (a) What is a buying office ? 5
(b) Describe different types of buying offices. 7
(c) List the functions of a buying office merchant. 8

5. (a) What is the merchants role with respect to quality ? 10
- (b) List the advantages and disadvantages of buying merchandise from overseas. 10
6. (a) What is the merchandisers role in pre-production coordination ? 10
- (b) What is the purpose of a PP sample ? 10
7. (a) Classify garments based on how they will be sold in the stores. 10
- (b) Describe the components of a complete tech pack. 10
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