

**MASTER OF BUSINESS ADMINISTRATION
(MBATEXM)**

Term-End Examination

June, 2013

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

Time : 3 hours

Maximum Marks : 100

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

1. (a) Differentiate the terminology of 10
"Merchandise", "Merchandising",
"Merchandiser".
- (b) Explain the functions of different 10
stake holders in apparel value chain.
2. Explain the role, function and responsibility of 20
merchandiser in manufacturing merchandising.
3. (a) Explain about merchandising calender. 10
- (b) Explain about product life cycle and seasons 10
in apparel industry.
4. (a) Explain the various steps in market 10
research that would help a merchandiser
who is interested in product variations in
kids garment.
- (b) Write a note on various types of samples 10
and explain the sequence of its production.

5. (a) What is sourcing ? Write merits and demerits of single and multiple sourcing. 10
- (b) Explain the procedure to be followed in supplier selection. 10
6. (a) What do you mean by pre-costing and final costing in apparel merchandising ? 10
- (b) Explain in detail the different cost components to be taken while doing costing for a T-shirt. 10
7. (a) Write a short note on styles, design, silhouettes, trends and story board. 10
- (b) Explain about product development processes followed in apparel industry. 10
8. (a) Write the basic traits of merchandiser. 10
- (b) Do you think merchandiser plays a crucial role in company's growth ? If yes explain how ? "A little negligence of merchandiser costs much more to the company in many aspects". Justify the statement. 10
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