

**MASTER OF BUSINESS ADMINISTRATION  
(TEXTILE MANAGEMENT) (MBATEXM)**

**Term-End Examination**

00745

**December, 2014**

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

*Time : 3 hours*

*Maximum Marks : 100*

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

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1. (a) Differentiate between the terminology of "Merchandise", "Merchandising" and "Merchandiser". 10  
(b) Discuss the functions of different stakeholders in apparel value chain. 10
2. Describe the role, function and responsibility of merchandiser in manufacturing merchandise. 20
3. (a) Explain the Merchandising Calendar. 10  
(b) Explain the Product Life Cycle and seasons in apparel industry. 10

4. (a) Explain the various steps in market research that help a Merchandiser interested in product variation in kids garments. 10
- (b) Write a note on various types of samples and explain the sequence of its production. 10
5. (a) What is Sourcing ? Write merits and demerits of single sourcing and multiple sourcing. 10
- (b) Explain the procedures to be followed in supplier selection by an apparel manufacturing company. 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 manufacturing a "T-shirt". 10
7. (a) Write short notes 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 a Merchandiser. 10
- (b) "Little negligence of Merchandiser costs much more to the company in many aspects." Justify the statement. 10
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