

**MASTER OF BUSINESS ADMINISTRATION  
(MBATEXM)**

**Term-End Examination**

**June, 2014**

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

*Time : 3 hours*

*Maximum Marks : 100*

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

1. (a) Explain the activities of manufacturing, retail and visual merchandising. Make comparison among their activities. 10  
(b) Briefly describe the basic structure of Indian Apparel Manufacturing Units. Explain how do various departments function ? 10
2. (a) Explain the role and responsibility of merchandiser in pre-production processes. 10  
(b) How does merchandiser interfaces different departments in apparel manufacturing plant ? 10
3. What do you mean by " Time and Action " calendar ? Mention the important criteria to be considered while preparing the same and prepare a, time and action calendar with following specifications. 20

Men's full sleeve single pocket woven-shirt with print at chest pocket centre and embroidery at back yoke centre outside. The total lead time is 90 (ninety days). The company is having in-house facilities of cutting to packing. Printing and embroidery facility is also available.

4. Do you think that the most important change in the apparel industry during the past 25 years, has had the greatest impact on the role of merchandising ? Justify your answer. 20
5. (a) Write a note on different samplings and 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 example the components of cost to be taken into account while doing costing for a garment. 20
7. (a) Describe 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. Describe smart merchandising with the help of suitable examples. 20
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