PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
BSc DEGREE EXAMINATION MAY 2017
(Fifth Semester)

Branch - **COSTUME DESIGN & FASHION**

APPAREL MARKETING & MERCHANDISING

Time : Three Hours   Maximum : 75 Marks

SECTION-A (20 Marks)
Answer **ALL** questions
ALL questions carry **EQUAL** marks   (1 0 x 2 = 20)

1   Expand SWOT & 4 P's.
2   List out any four 'B' needs of Maslows hierarchy.
3   Define Brand. •
4   What is mean by SCM?
5   List out the brand distribution channels.
6   Define marketing mix.
7   Define marketing data source.
8   What is market research design?
9   Define buying house.
10   Define merchandising.

SECTION - B (25 Marks)
Answer **ALL** Questions
ALL Questions Carry **EQUAL** Marks (5 x 5 = 25)

11 a Explain about the Maslows hierarchy of needs.
OR
b Write short notes on 4 P's.

12 a Give a short notes on sourcing.
OR
b Explain about the benefits of SCM.

13 a Explain about the product distribution channels.
OR
b Give brief notes on trends in marketing environment.

14 a Describe the purpose of market research design.
OR
b Explain the data collection methods.

15 a Describe the term fashion merchandising.
OR
b Write about buying agency.

SECTION - C (30 Marks)
Answer any **THREE** Questions
ALL Questions Carry **EQUAL** Marks (3 x 10 = 30)

16   Explain in detail about the marketing research process.

17   Explain about SCM concepts.

18   Explain about the brand distribution channels.

19   Discuss about fashion forecasting in detail.

20   Explain the term export house, manufacturer, merchandiser, buying house
and buying agency.