

**PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)**

**BSc DEGREE EXAMINATION DECEMBER 2017
(Fifth Semester)**

Branch - COSTUME DESIGN & FASHION

APPAREL MARKETING & MERCHANDING

Time : Three Hours

Maximum : 75 Marks

SECTION-A (20 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** marks (10 x 2 = 20)

- 1 What are the 4P's?
- 2 What is marketing?
- 3 What is meant by scheduling?
- 4 Why international buyer prefer nominated supplier for accessories?
- 5 Define the term "Price".
- 6 Define "Branding".
- 7 Define primary data.
- 8 Write the sources of secondary data.
- 9 Define manufacturer exporter.
- 10 Define buying house.

SECTION - B (25 Marks)

Answer **ALL** Questions

ALL Questions Carry **EQUAL** Marks (5 x 5 = 25)

- 11 a Write the objectives of marketing.
OR
b Distinguish between marketing and selling.
- 12 a Write the benefits of SUM.
OR
b How SCM is adopted in Apparel retailing?
- 13 a Write the elements of marketing mix.
OR
b Explain the merits and demerits of branding.
- 14 a Describe fashion forecasting.
OR
b State the three types of research design.
- 15 a How will you handle an export order?
OR
b Write the role of buying office.

SECTION - C (30 Marks)

Answer any **THREE** Questions

ALL Questions Carry **EQUAL** Marks (3 x 10 = 30)

- 16 Describe the importance of marketing.
- 17 Describe supply chain management in garment exports.
- 18 Explain in detail about fashion product distribution channels.
- 19 Explain about primary data collection methods.
- 20 Explain the different types of merchandising.