

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)

BSc DEGREE EXAMINATION MAY 2025  
(Sixth Semester)

Branch – COSTUME DESIGN & FASHION

**APPAREL MARKETING & MERCHANDISING**

Time: Three Hours

Maximum: 50 Marks

**SECTION-A (5 Marks)**

Answer ALL questions

ALL questions carry EQUAL marks

(5 x 1 = 5)

- 1 Which of the following is NOT one of the 4 C's of marketing?  
(i) Customers (ii) Capital  
(iii) Context (iv) Collaborators
- 2 Identify the primary purpose of marketing research.  
(i) To reduce advertising costs  
(ii) To eliminate competitors  
(iii) To gather data for informed decision making  
(iv) To create new marketing trends
- 3 Why are celebrity endorsements popular in fashion marketing?  
(i) They eliminate the need for digital marketing  
(ii) They reduce the cost of promotional activities  
(iii) They build trust and brand credibility among customers  
(iv) They focus only on niche markets
- 4 Which of the following is the primary responsibility of a merchandiser in an export house?  
(i) Managing customer complaints  
(ii) Sourcing raw materials for product manufacturing  
(iii) Creating marketing campaigns for products  
(iv) Coordinating orders from foreign buyers and managing delivery
- 5 What is garment costing primarily used for?  
(i) To calculate the total retail price of a product  
(ii) To determine the cost of manufacturing garments  
(iii) To select fabrics for new designs  
(iv) To manage a brand's inventory

**SECTION - B (15 Marks)**

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

- 6 a Apply Maslow's hierarchy to explain how a luxury brand can appeal to self-actualization needs.  
OR  
b Explain in brief on fashion marketing concepts.
- 7 a Differentiate wholesale costing and retail costing.  
OR  
b How would you apply primary and secondary data collection methods in understanding market trends for garments?
- 8 a Analyze the importance of pricing strategies in the launch of a new fashion product.  
OR  
b Evaluate the effectiveness of sales promotions in driving short-term sales and customer loyalty.

Cont...

- 9 a How can a merchandiser apply the concept of the Six Rights in product planning to ensure that the product meets consumer expectations?  
OR  
b How can trade fairs be strategically used by a merchandiser to improve sales promotion?
- 10 a How would you apply the Time and Action (T&A) plan to ensure the timely production and delivery of an apparel collection?  
OR  
b Evaluate the role of sampling in the apparel merchandising process.

**SECTION -C (30 Marks)**

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

- 11 a Analyze how the importance of marketing evolves with the lifecycle of a product.  
OR  
b Evaluate how consumer typologies influence the pricing strategies of high-street fashion brands.
- 12 a Explain the key factors that affect garment costing and suggest ways to minimize costs without compromising quality.  
OR  
b Apply the concept of microenvironment factors to create a strategy for a retail brand to stay competitive in its local market.
- 13 a Evaluate the role of range planning and product mix in the success of fast-fashion brands.  
OR  
b Analyze the role of digital marketing tools like SEO, B<sub>2</sub>C and E-Commerce in enhancing customer engagement and driving sales in the fashion industry.
- 14 a Differentiate the duties and responsibilities of a merchandiser in a manufacturing house and a buying agency.  
OR  
b How does a fashion forecaster predict trends? Explain the techniques used.
- 15 a Evaluate the sourcing process in apparel merchandising. Analyze how a merchandiser can balance multiple sourcing factors.  
OR  
b Analyze the steps involved in garment costing, and analyze how each step impacts the overall cost structure.

Z-Z-Z

END