

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BSc DEGREE EXAMINATION MAY 2026
(Sixth Semester)

Branch – COSTUME DESIGN & FASHION

APPAREL MARKETING & MERCHANDISING

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	What is the main purpose of marketing? (i) To manage employee salaries (ii) To reduce production costs (iii) To satisfy customer needs and wants (iv) To control government policies	K1	CO1
	2	According to Maslow's hierarchy of needs, which need forms the foundation of the pyramid? (i) Esteem needs (ii) Self-actualization needs (iii) Physiological needs (iv) Safety needs	K2	CO1
2	3	Which of the following is an example of a factor in the microenvironment? (i) Technological changes (ii) Competitors (iii) Economic conditions (iv) Cultural trends	K1	CO2
	4	How does marketing research help in forecasting? (i) By predicting customer demand trends (ii) By securing market competition (iii) By focusing only on product design (iv) By eliminating seasonal sales	K2	CO2
3	5	Which is a major trend in modern retailing? (i) Only physical retail stores (ii) Limited product variety sales (iii) Online shopping and e-commerce (iv) Only in-store shopping options	K1	CO3
	6	What is commonly displayed at the Point of Purchase to encourage buying? (i) Product details and features (ii) Discount offers and signs (iii) Customer reviews and ratings (iv) Staff training information	K2	CO3
4	7	What is the main purpose of fashion forecasting? (i) To measure customer satisfaction (ii) To plan a brand's marketing strategy (iii) To estimate sales figures for next season (iv) To predict future trends in clothing, colours, and designs	K1	CO4
	8	How do trade fairs help in merchandising? (i) They allow for direct consumer feedback (ii) They help in establishing brand image and attracting buyers (iii) They provide a platform for employee training (iv) They create internal competition among manufacturers	K2	CO4
5	9	Which of the following is a key step in apparel merchandising procedures? (i) Designing the garment (ii) Approving the production sample (iii) Conducting consumer surveys (iv) Distributing the finished garments to retailers	K1	CO5
	10	What does CMT cost include in garment production? (i) Cost of fabric and trims (ii) Labor and overhead costs for making the garment (iii) Transportation costs (iv) Duty Payment	K2	CO5

Cont...

SECTION - B (35 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Explain the different types of fashion consumers and their characteristics.	K2	CO1
		(OR)		
	11.b.	Discuss how the 4P's help a fashion company achieve its marketing objectives.		
2	12.a.	Apply the concept of microenvironment factors to analyze a company's relationship with its suppliers.	K3	CO2
		(OR)		
	12.b.	Develop a framework to analyze how competitors and collaborators influence a company's marketing strategy.		
3	13.a.	Apply the concepts of range planning and product mix to analyze how they contribute to the success of fast-fashion brands.	K3	CO3
		(OR)		
	13.b.	In what ways can a brand ensure effective communication in its promotional campaigns to engage a diverse audience?		
4	14.a.	Explain how a merchandiser ensures smooth handling of orders between a manufacturer and a buying house in an international context.	K2	CO4
		(OR)		
	14.b.	Describe the sales promotion methods used in merchandising, such as trade fairs and exhibitions.		
5	15.a.	Analyze how Time and Action (T & A) planning influences the timely shipment of garments.	K4	CO5
		(OR)		
	15.b.	Analyze the procedures involved in garment sampling.		

SECTION - C (30 Marks)

Answer ANY THREE questions

ALL questions carry EQUAL Marks

(3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Suggest an ethical marketing plan for a fast-fashion company to address concerns about its labour practices.	K3	CO1
2	17	Summarize the methods of garment costing with illustrations.	K2	CO2
3	18	Analyze how e-commerce has transformed the retail strategies of fashion brands, including the impact of B2C and C2C platforms.	K4	CO3
4	19	Analyze the importance of fashion forecasting in merchandising decisions.	K4	CO4
5	20	Evaluate how sourcing decisions influence cost efficiency and product quality in apparel production.	K5	CO5

Z-Z-Z

END