

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BSc DEGREE EXAMINATION DECEMBER 2019
(Fifth Semester)

Branch - COSTUME DESIGN AND FASHION

APPAREL MARKETING & MERCHANDISING

Time : Three Hours

Maximum : 75 Marks

SECTION-A (20 Marks!)

Answer ALL questions

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

- 1 State 4P's of Marketing.
- 2 State the significance of SWOT analysis.
- 3 Define supply chain management.
- 4 What is meant by Sourcing?
- 5 Define Marketing Mix.
- 6 Name any two distribution channels.
- 7 State the importance of Marketing Research.
- 8 Define Fashion Forecasting.
- 9 List any two role of a Merchandiser.
- 10 Define Fashion Merchandising.

SECTION - B(25 Marks)

Answer ALL Questions

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

- 11 a Write short notes on Maslow's Hierarchy of needs.
OR
b State the importance of Marketing.
- 12 a What are the benefits of Supply Chain Management.
OR
b Write briefly about Sourcing.
- 13 a Discuss about the importance of Branding.
OR
b Write short notes on market size and structure.
- 14 a What is the purpose of market research design?
OR
b Brief about cost of making.
- 15 a Write short notes on any two types of Merchandising.
OR.
b Discuss about need for trade fair participation.

SECTION - C (30 Marks)

Answer any THREE Questions

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

- 16 Explain in detail about Market Research Process.
- 17 Discuss about SCM in apparel manufacturing.
- 18 Explain the various trends in Marketing Environment.
- 19 With a suitable example, discuss the role of marketing research in your own new product.
- 20 Elaborate the process of selection of buyers and buying agencies in detail.