

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)  
BSc DEGREE EXAMINATION MAY 2024  
(Sixth Semester)  
Branch – COSTUME DESIGN AND 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 \_\_\_\_\_ is a strategic planning and strategic management technique used to help a person or organization identify Strengths, Weaknesses, Opportunities, and Threats.  
(i) Descriptive analysis (ii) Predictive analytics  
(iii) SWOT analysis (iv) Data analysis
- 2 \_\_\_\_\_ is management of the flow of goods, data, and finances related to a product or service, from the procurement of raw materials to the delivery of the product at its final destination.  
(i) PPM-Production Planning Management  
(ii) SCM-Supply Chain Management  
(iii) DCM-Demand Chain Management  
(iv) SFM – Shop Floor Management
- 3 A \_\_\_\_\_ includes multiple areas of focus as part of a comprehensive marketing plan. The term often refers to a common classification that began as the four Ps.  
(i) Marketing promotion (ii) Marketing mix  
(iii) Marketing process (iv) Marketing procure
- 4 \_\_\_\_\_ means prediction of what new fashions will come in the future.  
(i) Fashion forecasting (ii) Fashion Marketing  
(iii) Fashion Retailing (iv) Fashion Merchandising
- 5 \_\_\_\_\_ is the presentation and promotion of goods that are available for purchase for both wholesale and retail sales.  
(i) Marketing (ii) Retailing  
(iii) Merchandising (iv) Forecasting

**SECTION - B (15 Marks)**

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 3 = 15)

- 6 a Summarise the importance of Marketing.  
OR  
b List out the 4P's in detail.
- 7 a Make an outline on types of sourcing in Fashion Merchandising.  
OR  
b Narrate about the benefits of supply chain management.
- 8 a Develop short notes on Range Planning in marketing mix.  
OR  
b Elaborate the Fashion Market Size in detail.

Cont...

- 9 a Interpret the data collection methods in marketing research.  
OR  
b List out the importance of Market Survey.
- 10 a Explain the concepts of six rights.  
OR  
b Define Buying house and buying agencies.

**SECTION -C (30 Marks)**

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

- 11 a Explain the Fashion Marketing Techniques.  
OR  
b Explain in detail about the SWOT Analysis in detail.
- 12 a Narrate the historical perception of sourcing.  
OR  
b Elaborate the Supply Chain Management.
- 13 a Elaborate about the Marketing Mix.  
OR  
b Discuss trends in Marketing Environment in detail.
- 14 a Describe about the Market Research and its design.  
OR  
b Write short notes on Fashion Forecasting and its importance in market research.
- 15 a Make a short note on Fashion Merchandising and its concept.  
OR  
b Describe the Merchandising Techniques and its types in brief.

Z-Z-Z END