

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BSc DEGREE EXAMINATION – MAY 2022
(Sixth Semester)

Branch – COSTUME DESIGN AND FASHION

APPAREL MARKETING AND MERCHANDISING

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (10 x 1 = 10)

1. Marketing concept address the four P's: Product, Price, Promotion & _____
(i) Prestige (ii) Place
(iii) Promotion (iv) Presentation
2. E- marketing is a part of _____
(i) E-cash (ii) E-mail
(iii) E-commerce (iv) E-Payment
3. _____ means a worldwide search for the best available fabrics as garment production at the best price
(i) Purchase order (ii) Sourcing
(iii) Trade fair (iv) Fabric planning
4. The purpose of supply chain management is
(i) provide customer satisfaction (ii) increase production
(iii) improve quality of a product (iv) integrating supply and demand management
5. _____ is media coverage that is not paid for and has a mass audience and high level of credibility
(i) Publicity (ii) Reports
(iii) Sources (iv) Marketing
6. Strategic marketing planning establishes the _____
(i) Resource base provided by the firm's strategy
(ii) Tactical plans that must be implemented by the entire organization
(iii) Economic impact of additional sales
(iv) Basis for any marketing strategy
7. _____ included the actual transportation of the product
(i) Distribution (ii) Channels
(iii) Handle (iv) Transfer
8. A sales manager reviews the sales log to see what items were the best sellers. This marketing method is:
(i) Sales Research (ii) Consumer Research
(iii) Comparison shopping (iv) Consumer Publication
9. In which sample, does the Buyer confirms the workmanship details:
(i) Proto Sample (ii) PP Sample
(iii) Fit Sample (iv) TOP Sample
10. _____ is an element of "Sales Promotion" includes distribution of free samples, organizing trade fair, exhibition, offers, discount coupon etc.
(i) Marketing mix (ii) Product mix
(iii) Price mix (iv) Promotion mix

Cont...

SECTION - B (35 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 7 = 35)

- 11 a State the importance of SWOT Analysis in marketing.
OR
b Describe the 4 P's in fashion marketing.
- 12 a Explain the types of sourcing in Supply Chain Management.
OR
b Differentiate sourcing and supply chain management.
- 13 a Explain the fashion product distribution channels.
OR
b Discuss about the strategic marketing plan with techniques.
- 14 a Explain the Flow process of the market research design.
OR
b Explain the secondary data collection methods.
- 15 a Narrate the methods of sales promotion in merchandising.
OR
b Explain about the buying agencies.

SECTION - C (30 Marks)

Answer any THREE Questions

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

- 16 Point out the Maslow's hierarchy of needs in marketing.
- 17 Discuss about the historical perception of the sourcing in management.
- 18 Enumerate the fashion market size and structure in marketing.
- 19 Highlight the Importance of fashion forecasting techniques in the new product development.
- 20 Outline the duties and responsibilities of merchandiser in fashion sector.

Z-Z-Z

END