

CBCS SCHEME

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Seventh Semester B.Tech. Degree Examination, June/July 2023 Apparel Marketing and Merchandising

Time: 3 hrs.

Max. Marks: 100

Note: Answer any FIVE full questions, choosing ONE full question from each module.

Module-1

- 1 a. Write about the Business concepts applied apparel industry. (10 Marks)
b. Give the organizational structure of apparel firm. (10 Marks)

OR

- 2 a. Mention the main objectives of marketing division and their responsibilities. (10 Marks)
b. Discuss Retail and wholesale marketing strategies in apparel industry. (10 Marks)

Module-2

- 3 a. Explain about the responsibilities of production lines and product change. (10 Marks)
b. Write on line balancing, line planning, line development. (10 Marks)

OR

- 4 a. Explain on the role garment analysis. (10 Marks)
b. Write about the professional perspectives on garment analysis. (10 Marks)

Module-3

- 5 a. Write about the product and quality standards in apparels. (10 Marks)
b. Write about the specifications of apparel manufacturing. (10 Marks)

OR

- 6 a. Write the importance of apparel design in apparel manufacturing. (10 Marks)
b. Explain product change, post adoption in apparel designing. (10 Marks)

Module-4

- 7 a. Explain about the marketing of garment for export. (10 Marks)
b. Write the procedure for international export agreement. (10 Marks)

OR

- 8 a. Give the agencies for promoting apparel exports. (10 Marks)
b. Write on India's foreign trade agreement on tariff or cost. (10 Marks)

Module-5

- 9 a. Write on transportation, packing of export of garment to other countries. (10 Marks)
b. Write about Quality control and pre-shipment inspection before exporting of apparels. (10 Marks)

OR

- 10 a. Explain on retail marketing of apparels. (10 Marks)
b. Give the importance of Information technology in apparel marketing. (10 Marks)

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Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.
2. Any revealing of identification, appeal to evaluator and /or equations written eg. 42+8 = 50, will be treated as malpractice.