

S.No. 2876

P 16 FT 23

(For candidates admitted from 2016–2017 onwards)

M.Sc. DEGREE EXAMINATION, NOVEMBER 2022.

Fashion Technology and Costume Designing

APPAREL MERCHANDISING

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20)

Answer ALL the following questions.

1. List the types of Merchandising.
2. Who is Merchandiser?
3. List out the major world fashion markets.
4. What is fashion marketing?
5. How does the factor culture affects consumer's behavior?
6. Name the Buyer decision process.
7. Define forecasting.

8. Enlist the type of fabric sourcing.
9. What is manufacturing cost?
10. What is Quality Assurance?

PART B — ($5 \times 5 = 25$)

Answer ALL questions, choosing either (a) or (b).

11. (a) Write a short note on Merchandise Planning.

Or

- (b) Give a short note on Marketing and Merchandising.

12. (a) Explain briefly about the marketing environment.

Or

- (b) Define Macro environment.

13. (a) What is consumer behavior?

Or

- (b) What are the stages there in Consume Adoption process?

14. (a) Explain Line Planning.

Or

- (b) What is product presentation?

15. (a) Give the importance of visual displays.

Or

- (b) What is visual Merchandising?

PART C — ($3 \times 10 = 30$)

Answer any THREE questions.

16. State and explain the functions of Merchandiser.
17. Write a note on Micro and Macro environments.
18. Discuss the role of personality in consumer behavior.
19. Briefly discuss the various types of merchandising and product presentation.
20. Explain about visual merchandising in fashion industry.