



Name : .....  
Roll No. : .....  
Invigilator's Signature : .....

**CS/B. Tech/APM (NEW)/SEM-6/APM-603/2013**

**2013**

**APPAREL MARKETING AND MERCHANDISING**

Time Allotted : 3 Hours

Full Marks : 70

*The figures in the margin indicate full marks.*

*Candidates are required to give their answers in their own words as far as practicable.*

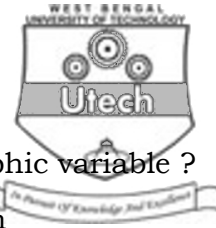
**GROUP - A**

**( Multiple Choice Type Questions )**

1. Choose the correct alternatives for the following :

10 × 1 = 10

- i) Marketing is
- |              |                  |
|--------------|------------------|
| a) selling   | b) advertising   |
| c) promotion | d) all of these. |
- ii) Which of the following is not an element of marketing mix ?
- |             |               |
|-------------|---------------|
| a) Product  | b) Price      |
| c) Planning | d) Promotion. |
- iii) In the growth stage of a product, its price is
- |            |              |
|------------|--------------|
| a) highest | b) high      |
| c) lowest  | d) moderate. |



- iv) Which of the following is not a demographic variable ?
- a) life style
  - b) religion
  - c) sex
  - d) income.
- v) Marginal Costs are not affected by the changes in Fixed Costs.
- a) True
  - b) False.
- vi) Insurance and Property Taxes are included in
- a) Variable Cost
  - b) Fixed Cost
  - c) Total Cost
  - d) both (b) and (c) are correct.
- vii) Design Specification sheet has a flat sketch of garment.
- a) True
  - b) False.
- viii) Factory Overhead is expressed as a percentage of the
- a) general overhead
  - b) direct labour
  - c) both (a) and (b)
  - d) none of these.
- ix) Production process strongly depends on
- a) market forecasting
  - b) bulk order
  - c) straight buyer
  - d) both (a) and (b).
- x) Which costing system can be applied for readymade garment manufacturing ?
- a) Job costing
  - b) Batch costing
  - c) Operational costing
  - d) Process costing.



**GROUP – B**

**( Short Answer Type Questions )**

Answer any *three* of the following.  $3 \times 5 = 15$

2. Define Budgetary Control.
3. Describe how marketing mix changes with the stages of PLC.
4. Describe the process of report presentation and implementation for market research.
5. What is Cost Centre ? How many types of cost centres are there ?
6. Discuss about Job Costing with their variations.

**GROUP – C**

**( Long Answer Type Questions )**

Answer any *three* of the following.  $3 \times 15 = 45$

7. a) Draw a graph between sale, profit and time and explain it.  
b) What are the responsibilities of a marketing department ?  
c) What are the key roles of a merchandiser ?  $5 + 5 + 5$
8. a) What is market segmentation ?  
b) What are the bases for it ?  
c) Select a branded apparel product of your choice. Analyse in detail the factors that have contributed to its success.  $2 + 6 + 7$
9. a) How could you define costing ?  
b) What are the techniques of costing ? Explain it elaborately.  $5 + 10$



10. a) What is budgetary control ?  
b) Discuss essentials of a successful budgetary control.  
c) Explain the limitation of budgetary control      3 + 6 + 6
11. a) What are the basic components of a production system ?  
b) Explain bundling types and sizing clearly.  
c) Draw the two ways of production flow types.      2 + 7 + 6
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