



B.Sc. V Semester Degree Examination, April/May - 2024

GARMENTS MANUFACTURING TECHNOLOGY

02 : Apparel Marketing and Merchandising (NEP)

Time : 2 Hours

Maximum Marks : 60

Note : Answer *all* sections.

SECTION - A

1. Answer the following sub-questions. Each sub-question carries **one** mark. **10x1=10**
- What do you mean by Domestic market ?
 - Mention any two ways to enter into International market.
 - What do you mean by Joint ventures ?
 - Mention any two objectives of Garments Merchandising.
 - What is Franchising ?
 - Mention any two types of Advertising.
 - What do you mean by Departmental stores ?
 - Mention any two general services provided by retailers.
 - What do you mean by Domestic Fashion Market ?
 - What do you mean by International Marketing ?

SECTION - B

Answer **any four** of the following questions. Each question carries **five** marks.

4x5=20

- Explain the factors which is Influenced on International Marketing.
- Explain the term Customer Relationship Management.
- Explain the functions of Merchandising.
- What are the differences between Domestic and International Marketing ?
- What is the scope of Retailing ?
- What are the objectives of Advertising ?



SECTION - C

Answer **any three** of the following questions. Each question carries **ten** marks.

3x10=30

8. Briefly explain about International market.
9. Explain the Qualities and Responsibilities of Merchandiser.
10. Explain the different types of Retail stores.
11. Explain the challenges in Fashion Retailing.
12. How Environment influences on International Marketing ?

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