

Section-D

Note: Long answer questions. Attempt any two question out of three Questions. (2x10=20)

- Q.36 Define the concept of Retail Mix and its benefits.
- Q.37 Discuss the importance of Time study in a Garment export house. List the various tools used in Time study.
- Q.38 Write short note on any two
- a) Cost of quality
 - b) Consumer Black Box Model
 - c) Ergonomics

No. of Printed Pages : 4

183142/123142/033151

Roll No.

**4th Sem. / Branch : Fashion Design
Subject : Apparel Management & Quality Control**

Time : 3 Hrs.

M.M. : 100

SECTION-A

Note: Multiple type Questions. All Questions are compulsory. (10x1=10)

- Q.1 Which price is inclusive of profit and other margins?
- a) Actual price
 - b) Selling price
 - c) Cost price
 - d) None of the above
- Q.2 Which retailing activity is cost-friendly?
- a) Manual retailing
 - b) E-retailing
 - c) Both A & B
 - d) None of the above
- Q.3 SNLS is a type of _____ machine.
- a) Embroidery
 - b) Over edging
 - c) Stitching
 - d) Button Hole
- Q.4 Who takes approval from buying house for trims?
- a) Manager
 - b) Trainee
 - c) Merchandiser
 - d) Cutting head
- Q.5 Consumer black box is a study of the
- a) Fashion
 - b) Psychological Disorder
 - c) Buying behavior
 - d) None of the above

- Q.6 A chain of businesses or intermediaries through which the final buyer purchases a good or service.
 a) Visual Merchandising b) Distribution Channel
 c) Fashion evolution d) Buying House
- Q.7 Window display is related to which activity?
 a) Visual Merchandising b) Display only
 c) Market Capture d) Fashion study
- Q.8 Cost price is always _____ than selling price.
 a) Greater b) Lesser
 c) Equal to d) All of the above
- Q.9 Visual merchandising is done to _____.
 a) Manufacture b) Attract customer
 c) Bargaining d) All of the above
- Q.10 The mix of variables, including location, merchandise, communication, price is called _____.
 a) Retail study b) Retail Mix
 c) Retail knowledge d) Retail contribution

Section-B

Note: Objective type questions. All questions are compulsory. (10x1=10)

- Q.11 Write any one advantage of E-retailing.
- Q.12 Name any one component of Retail Mix.
- Q.13 List any one type of buying house.
- Q.14 Write any one element of Visual merchandising.
- Q.15 What is Mark down?
- Q.16 Write name of any two department in export house.

- Q.17 List two tools of quality control.
- Q.18 Broker.
- Q.19 Cost Price.
- Q.20 Give any one example of Chain Store.

Section-C

Note: Short answer type Question. Attempt any twelve questions out of fifteen Questions. (12x5=60)

- Q.21 What are the elements of Window display?
- Q.22 Explain any one component of Retail Mix.
- Q.23 What is productivity and how it is measured?
- Q.24 Discuss the importance of Black Box model.
- Q.25 Describe the functions of Buying house.
- Q.26 How does psychological factors affects a consumer buying behavior?
- Q.27 Explain the 7 tools of quality control.
- Q.28 Draw a neat diagram of Time and Action calendar for a women skirt.
- Q.29 Explain the difference between Critical defect and Minor defect.
- Q.30 Discuss the techniques of doing Visual merchandising.
- Q.31 Define the role of wholesaler in retailing.
- Q.32 Differentiate between Final inspection and Mid-Inspection.
- Q.33 What is progressive Bundle system?
- Q.34 What are the benefits of material handling.
- Q.35 Describe the techniques of Motion study.