

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

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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.