

- Q.21 Explain the term vendor management and list three vendor selection criteria.
- Q.22 What is the role of a production merchandiser in the clothing industry?

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6th Sem.
Branch : Textile Design
Sub.: Merchandising & Export Management

Time : 3 Hrs.

M.M. : 60

SECTION-D

Note: Long answer questions. Attempt any two questions out of three Questions. (2x8=16)

- Q.23 Explain in detail the sustainable supply chain in the textile and apparel industry. How does it impact environmental conservation?
- Q.24 Discuss the various type of collaborations in the apparel industry. Give examples of each type.
- Q.25 Describe the export procedure in the apparel industry. Explain the role of pre shipment inspection agencies and finance in exports.

SECTION-A

Note: Multiple type Questions. All Questions are compulsory. (6x1=6)

- Q.1 The primary role of a fashion merchandiser is to
- Design clothes
 - Market and sell apparel products
 - Manufacture textiles
 - None of the above
- Q.2 What is the full form of FOB in export documentation?
- Free on Board
 - Freight on Board
 - Financial Order Basis
 - Free overseas Booking
- Q.3 Which of the following is an example of direct cost in apparel manufacturing?
- Office rent
 - Fabric cost
 - Employee training
 - Marketing expense

- Q.4 Which of the following is not a type of collaboration in merchandising?
- Cloud collaboration
 - Team collaboration
 - Independent collaboration
 - Social Collaboration
- Q.5 Sustainable supply chains focus on
- Reducing environmental impact
 - Increasing pollution
 - Using synthetic materials only
 - Ignoring ethical labour practices
- Q.6 In the apparel industry,, sourcing means
- Selling garments
 - Buying raw materials and selecting vendors
 - Disposing of old stock
 - None of the above

SECTION-B

Note: **Objective/Completion type questions. All questions are compulsory.** **(6x1=6)**

- Q.7 The need for apparel exports arises due to _____.
 Q.8 Define fabric sourcing.
 Q.9 A fashion merchandiser helps in selecting and selling clothes. (True/False)

- Q.10 The main factor influencing garment costing is _____.
 Q.11 Tell any one type of buyer in apparel industry.
 Q.12 Vendor selection is an important part of _____.
 SECTION-C

Note: **Short answer type Questions. Attempt any eight questions out of ten Questions.** **(8x4=32)**

- Q.13 Define merchandising and explain its role in the apparel industry.
 Q.14 Explain the importance of communication skills in merchandising.
 Q.15 What are the different types of buyers in the textile and apparel industry?
 Q.16 Describe any three recent advancements in garment manufacturing technology.
 Q.17 What are the major challenges in the textile industry today?
 Q.18 What is export procedure documentation? Name three important export documents.
 Q.19 Explain the importance of cost calculation in apparel manufacturing.
 Q.20 What are the factors that affect sourcing decisions in the apparel industry?