

- 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?

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.

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

Time : 3 Hrs.

M.M. : 60

SECTION-A

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

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