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Total Pages : 03

**July-22-00396**

**B. Tech. EXAMINATION, 2022**

Semester VI (CBCS)

APPAREL MARKETING AND MERCHANDISING

TE-609

Time : 3 Hours

Maximum Marks : 60

*The candidates shall limit their answers precisely within the answer-book (40 pages) issued to them and no supplementary/continuation sheet will be issued.*

**Note :** Attempt *Five* questions in all, selecting *one* question from each Sections A, B, C and D. Q. No. 9 is compulsory.

**Section A**

1. (a) What is Marketing ? Why is marketing important in Textile/Garment Industry ? 3
- (b) What are the different tasks performed by marketing team ? What do you mean by marketing research ? 3,4

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2. What is Marketing Environment ? Explain the factors affecting marketing environment in detail. 2,8

**Section B**

3. (a) What are the different factors that affect buying behaviour of consumers ? 5  
(b) Discuss any *two* marketing strategies adopted by companies. 5
4. What is PLC ? Explain the PLC of FAD and classic. 3,7

**Section C**

5. Write short notes on the following :  
(a) Product line 4  
(b) Challenges in branding of a product 3  
(c) Product line analysis. 3
6. What is Pricing ? Why pricing is important ? Discuss different pricing strategies. 1,2,7

**Section D**

7. (a) What is Retailing ? Discuss different stages in retailing. 2,3

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- (b) What are the important decisions taken by a logistics team ? 5

8. (a) Write a short note on roles and responsibilities of a merchandiser. 5  
(b) What are the different tasks performed by sourcing team in a garment industry ? 5

**(Compulsory Question)**

9. Define the following :  
(a) Sales, wholesalers, supply chain, planning and forecasting, brand building and repositioning, export and import, Mark-up, outsourcing, line development, e-Retailing. 10  
(b) Write short notes on the following :  
(i) Promotion Mix 4  
(ii) Types of Retailing 3  
(iii) Material sourcing procedure. 3

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