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Total No. of Printed Pages: [01]

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**B.Tech. (Textile Engg.) (Semester – 7th)**  
**APPAREL MERCHANDISING AND MANAGEMENT**  
**Subject Code: BTEXS1703**  
**Paper ID: [18112635]**

**Time: 03 Hours**

**Maximum Marks: 60**

**Instruction for candidates:**

1. Section A is compulsory. It consists of 10 parts of two marks each.
2. Section B consist of 5 questions of 5 marks each. The student has to attempt any 4 questions out of it.
3. Section C consist of 3 questions of 10 marks each. The student has to attempt any 2 questions.

**Section – A**

**(2 marks each)**

Q1. Attempt the following:

- a. Differentiate buying house and liaison office.
- b. What is meant by term Merchandiser?
- c. Mentioned about the different types of samples in garment industry
- d. Differentiate between FPT AND GPT?
- e. State the different types of sourcing in fashion industry.
- f. Explain in brief importance of planning and control
- g. Differentiate between export merchandiser and buying house merchandiser.
- h. Explain in brief about pricing strategies.
- i. Differentiate between FOB and CIF.
- j. What is letter of credit?

**Section – B**

**(5 marks each)**

- Q2. What are the roles and responsibilities of a merchandiser in garment industry?
- Q3. Explain in brief role of merchandising calendar, Time and action plan in garment industry.
- Q4. Discuss a procedure for calculation of fabric consumption in garment industry.
- Q5. Discuss about the vendor selection and management process in Apparel industry.
- Q6. Explain in brief about Import/export documentation process.

**Section – C**

**(10 marks each)**

- Q7. Make a process flow chart of garment industry. Discuss role of the various stake holder in garment industry.
- Q8. Explain in details the procedures to find CMT costs.
- Q9. Draw and explain "Techpack of a jeans".