Roll No…….. **Total No. of Printed Pages: [01]**
Total No. of Questions: [09]

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".