

00758

**MASTER OF BUSINESS ADMINISTRATION
(TEXM)**

**Term-End Examination
December, 2011**

**MCTE-043 : APPAREL MERCHANDISING AND
MARKETING**

Time : 3 hours

Maximum Marks : 100

Note : Answer any five questions. All questions carry equal marks.

1. (a) Define merchandising. What are the qualities of a merchandiser ? 20
(b) Discuss the roles and responsibilities of an apparel merchandiser.

2. What is the role of distribution channels ? Discuss in detail the steps involved in designing a distribution channel system. 20

3. (a) Explain why a merchandiser is involved in a production schedule. 20
(b) What is BPO in garment production ?

4. (a) Write a short note on marketing intermediaries. 20
(b) Describe a suitable marketing channels for apparel.

5. Explain the vendor evaluation and rating concept. 20
 6. Explain about fabric inspection system. 20
 7. Explain the role of a merchandiser in critical scheduling. 20
 8. Why are samples produced ? What is the role of merchandiser in producing the samples ? 20
-