

E 3731



Reg. No.....

Name.....

B.F.T. DEGREE (C.B.C.S.S.) EXAMINATION, NOVEMBER 2022

Fourth Semester

Complementary Course—EXPORT MERCHANDISING

(2013—2016 Admissions)

Time : Three Hours

Maximum Marks : 80

Part A (Short Answer Questions)

*Answer all questions.
Each question carries 1 mark.*

1. What are the objectives of Merchandising?
2. Write about CIF.
3. What do you mean by Certificate of Origin (CO) ?
4. Powerloom Sector. Give a brief note.
5. What do you mean by Lead Time ?
6. Define Quality Control.
7. What do you mean by Globalization ?
8. What are the different types of care labels used in garments ?
9. Write about silk and sericulture sector.
10. What do you understand by Production Planning ?

(10 × 1 = 10)

Part B (Short Answer Type Questions)

*Answer any eight questions.
Each question carries 2 marks.*

11. What do you mean by Bill of Exchange ?
12. What is called as Production pattern ?
13. Discuss the importance of Marine Insurance.
14. Green Labelling.
15. Discuss about Independent buying house.
16. What are the components of TECH PACK ?
17. List out the different departments of Apparel Industry.
18. What are the activities that take place in cutting department ?

Turn over





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19. What is called as backward costing ?
20. Write about Japanese Care Symbols.
21. What is called as Visual Merchandising ?
22. What do you mean by counter samples ?

(8 × 2 = 16)

Part C (Short Essay Type Questions)

*Answer any **six** questions.
Each question carries 4 marks.*

23. Explain the importance of communication of merchandiser with buyer and with all the departments of Apparel Industry.
24. Write about GINITEX and explain its objectives.
25. Explain the role of buying houses with reference to Indian Apparel Industry.
26. Fashion forecasting and its significance in product planning.
27. Explain the important three elements in factory overhead while doing the costing.
28. Explain any five eco-friendly textile fibres.
29. Explain the process flow in executing an export order in Apparel Industry.
30. Explain how to use care labels in detail.
31. Explain the roles and responsibilities of Merchandisers.

(6 × 4 = 24)

Part D (Long Essay Type Questions)

*Answer any **two** questions.
Each question carries 15 marks.*

32. Explain the different samples used in apparel export manufacturing industry sampling department.
33. Explain the different sectors of Textile Industry in detail.
34. Explain the process of new line development in apparel manufacturing process.
35. Calculate the production capacity of a factory in pieces from the information given below :
 - (a) The factory has 5 sewing lines and each line has 30 machines.
 - (b) Total of 150 machines and working shift is 8 hours per day.
 - (c) Only one shirt is being produced. SAM value 33.53 minutes.
 - (d) Machines daily production capacity to be kept at 80 %.

(2 × 15 = 30)

