

The Open University of Sri Lanka
Faculty of Engineering Technology
Department of Textile and Apparel Technology



Study Programme : Bachelor of Industrial Studies Honours
Name of the Examination : Final Examination
Course Code and Title : TAM4445 Apparel Merchandising
Academic Year : 2024/25
Date : 06th March 2026
Time : 14:00-17:00hours
Duration : 3 hours

General instructions

1. Read all instructions carefully before answering the questions.
2. Write down your Index Number in all the pages of answer scripts.
3. Answer for each question should commence from a new page.
4. This question paper consists of eight **(08) questions** in three **(03) pages**.
5. Answer the **question one (Q1), which is compulsory** and **any five (05) questions from Question 02 to 08**. Question one (Q1) carries 25 marks and questions two (Q2) to eight (Q8) carry 15 marks each.
6. This is a Closed Book Test (CBT).

Question 01

- (a) What do you understand by “**merchandising**.”? (03Marks)
- (b) State three (03) levels of merchandising. (03Marks)
- (c) Write three (03) skills that a merchandiser should have. (03Marks)
- (d) Give three (03) external sources that a consumer can use for information. (03Marks)
- (e) What are the four (04) main ingredients of a fashion product? (04Marks)
- (f) Write three (03) factors that affect on consumer’s purchase involvement. (03Marks)
- (g) State three (03) product-costing systems used in the apparel industry. (03Marks)
- (h) Write three (03) purposes of visual merchandising. (03Marks)

Answer any five (05) questions from question two (Q2) to eight (Q8)

Question 02

- (a) Briefly describe why merchandising is necessary in a fashion business. (06Marks)
- (b) Write five (05) factors that make fashion merchandising unique. (05Marks)
- (c) State four (04) functions of a merchandiser as a buyer. (04Marks)

Question 03

- (a) Briefly describe the role of a merchandiser in three (03) places where fashion merchandising takes place. (09Marks)
- (b) Define **Freight On Board (FOB)** price. (03Marks)
- (c) Write three (03) main functions of a merchandiser (03Marks)

Question 04

- (a) Briefly explain four (04) major stages of influence in the new product development and fashion diffusion process. (08Marks)
- (b) Write four (04) tools used in fashion forecasting. (04Marks)
- (c) What is a product range (or product mix) in fashion merchandising? (03Marks)

Question 05

- (a) List five (05) main activities involved in the purchasing process. (05Marks)
- (b) Briefly describe the process of sourcing suppliers in fashion merchandising. (05Marks)
- (c) List five (05) advantages of purchasing fabrics and accessories locally in Sri Lanka. (05Marks)

Question 06

- (a) I. Briefly describe the purpose of garment costing in apparel merchandising. (03Marks)
II. Write four (04) stages of costing in apparel merchandising. (04Marks)
- (b) Briefly describe the importance of a merchandise plan in costing. (05Marks)
- (c) What is post costing in garment merchandising? (03Marks)

Question 07

- (a) Why is pricing important in a business? (04Marks)
- (b) Write five (05) external factors that influence pricing decisions. (05Marks)
- (c) Differentiate "**Professional Pricing**" and "**Promotional Pricing.**" (06Marks)

Question 08

- (a) Briefly describe four (04) types of promotions. (08Marks)
- (b) State four (04) fashion levels of merchandise. (04Marks)
- (c) What do you understand by "Advocacy Advertising"? (03Marks)