



THE OPEN UNIVERSITY OF SRI LANKA  
 BACHELOR OF TECHNOLOGY/ INDUSTRIAL STUDIES  
 FINAL EXAMINATION– 2013/2014  
 TTM5240 – APPAREL MERCHANDISING  
 DURATION – THREE HOURS

DATE: 12<sup>th</sup> August 2014

TIME: 1330 - 1630 HOURS

Total number of questions = 08

Number of questions to be answered = 06

Answer question one (Q1), which is compulsory and five (05) more questions.

Question one (Q1) carries 25 marks and questions two (Q2) to eight (Q8) carry fifteen (15) marks each.

**Compulsory Question**

- (Q1) (a) Briefly explain the concept of visual merchandising. (04 marks)  
 (b) List eight (08) factors, that influence the pricing of products and services. (04 marks)  
 (c) Briefly explain the role of a buyer. (05 marks)  
 (d) What do you understand by GSP (Generalised System of Preferences)? (04 marks)  
 (e) Briefly explain the steps of opening of an "Export Letter of Credit". (04 marks)  
 (f) Explain the importance of the process of sample making in apparel manufacturing. (04 marks)

**Answer any five (05) from the following seven (07) questions**

- (Q2) (a) "Fashion merchandising, though has many similarities with merchandising of other products, it has number of factors that are unique to it self" Giving at least five (05) examples of fashion merchandising and write a comprehensive note on the above statement. (10 marks)  
 (b) List and briefly explain five (05) basic functions of merchandising. (05 marks)

- (Q3) (a) Merchandising can take place at sale whole, retail and catalogue or publication levels. Briefly describe the characteristics of each stage related to apparel merchandising. (09 marks)
- (b) Write a short note on the skills that you think a good merchandiser should possess. (06 marks)
- (Q4) (a) Briefly describe four (04) factors, that influence the fashion product development. (08 marks)
- (b) Briefly explain why the knowledge of pre- costing is important for merchandisers in the apparel industry. (03 marks)
- (c) Write advantages of pre- costing. (04 marks)
- (Q5) Write comprehensive notes on the role of a merchandiser in an apparel manufacturing organisation in the following phases.
- (a) In the pre- production phase (08 marks)
- (b) In the production phase (07 marks)
- (Q6) (a) Write a comprehensive description on the selection of suppliers for various items required for apparel manufacturing. (09 marks)
- (b) Giving examples, describe how do you as a merchandiser ensure the quality of in-coming materials to an apparel manufacturing organisation. (06 marks)
- (Q7) (a) Briefly explain four (04) commonly used pricing strategies in apparel merchandising. (08 marks)
- (b) Break even analysis could be used to examine the cost, volume and profit relationship in apparel merchandising. With the aid of mathematical equation/s and graph/s briefly explain the concept of break even analysis. (07 marks)
- (Q8) Write a comprehensive note on the promotional tools, which are widely used by merchandisers and manufacturers to promote their products and services. (15 marks)