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

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| Study Programme | : Bachelor of Technology Honours in Engineering |
| Name of the Examination | : Final Examination |
| **Course Code and Title** | **: TAM5861/TTM5361 Management and Apparel Merchandising** |
| | Academic Year: 2019/20 |
| Date | : 2nd August 2020 |
| Time | : 1330-1630 hrs.' |
| Duration | : **3 hours** |

**General Instructions**

1. Read all instructions carefully before answering the questions.

2. This question paper consists eight questions in **Two (2) Parts**; **Part I** and **Part II** in **Three (3)** pages.

3. The **Part I, question 01** is **Compulsory** and carries **Twenty-five (25)** marks.

4. **Part II,** has **Seven (7)** questions. Answer only **Five (5)** Questions from **Part II.**

5. All questions in **Part II**, carries equal marks **Fifteen (15)** each

6. Answer for each question should commence from a new page.

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## Part I

(Q1) **Compulsory Question** (Answer all questions in **Part I**)

(i) What do you understand by the term Management?

(ii) Briefly describe the "Product life cycle".

(iii) What do you understand by "Opportunity Cost"?

(iv) What is an "Organization"?

(v) What is the difference between Job description and Job specification?

(vi) Give the Five (05) elements of the "Promotional Mix"

(vii) State the Four (04) main types of Fashion buying.

(viii) What are the Pricing strategies generally used by marketers?

(ix) Define Market Segmentation.

(x) What you understand by Consumer research?

## Part II

**Answer only Five (05) Questions from Part II**

**02.** (i) Management is identified as a process; state the main functions of the process. (03 Marks)

(ii) Briefly Describe how each management function helps to create the right environment for success? (07 Marks)

(iii) State the three basic levels of management and the role of managers in those levels. (05 Marks)

**03.** (i) Using a Diagram show how do Supply and Demand Create an Equilibrium Price? (07 Marks)

(ii) Briefly explain the four (04) factors of production. (08 Marks)

**04.** Compare the Scientific and Administrative management theories. (15 Marks)

**05.** (i) List the four elements of the Marketing Mix. (03 Marks)

(ii) Briefly explain how a marketer can use these elements of Marketing mix for setting the marketing strategies. (12 Marks)

**06.** (i) What do you understand by organization? (03 Marks)

(ii) What do you understand by "Apparel merchandising? (03 Marks)

(iii) Briefly explain the five (05) basic functions of merchandising. (12 marks)

**07.** (i) What are the psychological factors that play a role in consumer decision process (03 Marks)

(ii) Give a comprehensive description on two (02) of the above factors. (12 Marks)

**08.** (i) What are source documents in financial management and accounting? (02 Marks)

(ii) What are the objectives and the specific features of the three (03) main types of Financial statements prepared by a company? (07 Marks)

(iii) Using a Diagram illustrate the Break-even point. (06 Marks)