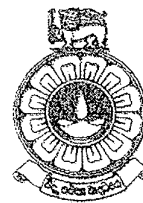


The Open University of Sri Lanka
Faculty of Engineering Technology
Department of Textile and Apparel Technology



Study Programme	: Bachelor of Industrial Studies Honours
Name of the Examination	: Final Examination
Course Code and Title	: TAM4445 Apparel Merchandising
Academic Year	: 2023/2024
Date	: 3 rd March 2025
Time	: 13.30-16.30hrs
Duration	: 3 hours

General Instructions

1. Read all instructions carefully before answering the questions.
2. This is a Closed Book Test (CBT).
3. Write down your Index Number in all the pages of answer scripts.
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. Do not write answers to the additional questions.
7. Answers for each question should commence from a new page. If a question has many parts, all the parts should be answered in the chronological order under the same question.
8. Write down the answered question numbers in the cover page of the answer book.
9. Answers should be in clear handwriting.
10. Do not use red colour pens to write the answers.

Compulsory question (Answer all questions in Q1)

(Q1)

- (a) Define the term “**merchandising**” in both its simplest and broader sense. (04 Marks)
- (b) What are the two (02) main activities included in sales promotion? (02 Marks)
- (c) What do you understand by “**FOB**”? (02 Marks)
- (d) State three (03) processes involved in product development in the fashion industry. (03 Marks)
- (e) What are the three (03) aspects that influence the level of involvement in the purchase of products? (03 Marks)
- (f) What do you understand by “**Costing**”? (03 Marks)
- (g) What are the two (02) roles of **price** in a transaction? (02 Marks)
- (h) Write three (03) purposes of **promotion** that are carried out by retailers and manufacturers. (03 Marks)
- (i) What are the three (03) main purposes of **visual merchandising**? (03 Marks)

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

(Q2)

- (i) Briefly describe why merchandising is essential for a retail business. (05 Marks)
- (ii) Briefly describe the **Obsolescence Factor** in relation to fashion merchandising. (06 Marks)
- (iii) State any four (04) advantages of selling nationally branded products in a store. (04 Marks)

(Q3)

- (i) Briefly describe the importance of the **functions of a merchandiser** in the fashion industry for ensuring the smooth operation of the merchandising process. (12 Marks)
- (ii) List three (03) skills required for a merchandiser to be successful in the fashion industry. (03 Marks)

(Q4)

- (i) Briefly explain the four (04) major stages of influence in the new product development, fashion diffusion and adoption process. (08 Marks)
- (ii) State four (04) aspects that are involved in **Markets and Trend Research** in fashion forecasting. (04 Marks)
- (iii) Briefly describe three (03) factors that a designer must consider when selecting fabrics for a garment. (03 Marks)

(Q5)

- (i) Explain the five (05) stages of decision making in buying an article by a consumer. (10 Marks)
- (ii) Write a short note on "**Perception**" as a psychological factor in a consumer decision-making process. (05 Marks)

(Q6)

- (i) Briefly describe three (03) components of **attitudes** in the consumer decision-making process. (06 Marks)
- (ii) Differentiate "**Diffusion**" and "**Adoption**" of innovations in the context of consumer behavior. (03 Marks)
- (iii) Briefly describe three (03) **external factors** that influence **consumer demand**. (06 Marks)

(Q7)

- (i) Briefly describe the four (04) basic stages of pre-production in the apparel industry. (08 Marks)
- (ii) Explain the main purposes of costing in the apparel manufacturing industry. (04 Marks)
- (iii) What do you understand by "**Fixed costs**"? (03 Marks)

(Q8)

- (i) Briefly explain different promotional tools used by merchandisers and manufacturers to promote their products and services. (06 Marks)
- (ii) Briefly explain **co-operative advertising**. (04 Marks)
- (iii) State five (05) major stages in the life cycle of a fashion product. (05 Marks)