

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/TAM5540/TTM5240 Apparel Merchandising
Academic Year	: 2019/20
Date	: 10 <sup>th</sup> 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 of **Eight (08)** questions in three **(03)** pages.
3. This is a Closed Book Test (CBT).
4. Write down your **Index Number** in all the pages of answer scripts.
5. Answer the question one (Q1), which is compulsory and five (05) more questions from Q2 to Q8. Question one (Q1) carry 25 marks and questions two (Q2) to eight (Q8) carry fifteen (15) marks each.
6. Answer 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.
7. Write down the answered question numbers in the answer book.
8. Do not write answers to the additional questions.
9. Answers should be in clear hand writing.
10. Do not use red colour pens to write the answers.

### Compulsory Question

- (1) a) What is known as procurement? (02 Marks)
- b) Name the four (04) types of customers. (04 Marks)
- c) Name three (03) factors that would consider, when selecting a fabric for a new design. (03 Marks)
- d) In apparel industry, there are four (04) kinds of buying. Name them. (04 Marks)
- e) What is an income statement? (02 Marks)
- f) What are the three (03) main pricing methods? (03 Marks)
- g) Based on the reason for which the promotion is carried out, it can be categorized into four (04) types. Name them. (04 Marks)
- h) What are the three (03) traditional methods by which the promoting expenses are budgeted? (03 Marks)

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

- (2) i) With suitable examples, explain the uniqueness of fashion merchandising. (06 Marks)
- ii) In brief, describe the main differences of merchandising in a retail store, a buying office and a factory. (09 Marks)
- (3) i) Explain the five (05) stages of decision making in relation to buying an article by a consumer. (06 Marks)
- ii) Briefly explain the role played by social groups, family and opinion leadership in influencing the purchasing decision of a fashion consumer. (09 Marks)
- (4) i) Discuss the three (03) main design elements, which contribute to the final garment. (06 Marks)
- ii) List the advantages of garment pre-costing. (04 Marks)

- iii) Briefly describe five (05) important tests that need to be carried out to verify the suitability of fabrics for children wear. (05 Marks)
- (5) i) The objectives of purchasing would constitute the general objectives of the organization. Briefly explain the seven (07) objectives of purchasing with reference to garment merchandising. (07 Marks)
- ii) Discuss the advantages of purchasing accessories from the local market. (05 Marks)
- iii) Explain why trade laws are important. (03 Marks)
- (6) i) Briefly explain the important functions that need to be performed by the merchandiser during the pre-production phase and the production phase. (10 Marks)
- ii) Discuss how internal and external factors influence the pricing decisions. (05 Marks)
- (7) i) Name five (05) common pricing strategies known to you. (05 Marks)
- ii) A garment factory wishes to produce a garment to be priced at Rs. 500.00. The average variable cost per garment is Rs. 300.00, while the total fixed costs to be recovered are Rs. 250,000.00 per year. Calculate the break-even volume per year. (05 Marks)
- iii) Briefly explain the various tools used by merchandisers and manufacturers to promote their products and services. (05 Marks)
- (8) i) In short, describe the four (04) merchandise fashion levels in relation to apparel industry. (08 Marks)
- ii) What is visual merchandising? (02 Marks)
- iii) Write a short note on the various elements that are used for visual merchandising. (05 Marks)

