

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	: 2021/2022
Date	: 09 th February 2023
Time	: 1330-1630hrs
Duration	: 03 hours

General Instructions

1. Read all instructions carefully before answering the questions.
2. This question paper consists of **Eight (08)** questions in **Four (04)** pages.
3. Write down your Index Number in all the pages of answer scripts.
4. Answer the question one (Q1), which is compulsory and five (05) more questions from Q2 to Q8. Question one (Q1) carries 25 marks and questions two (Q2) to eight (Q8) carry fifteen (15) marks each.
5. Answers to each question should commence on a new page. If a question has many parts, all the parts should be answered in the chronological order under the same question.
6. Write down the answered question numbers in the answer book.
7. Answers should be in clear hand writing.
8. Do not use red colour pens to write the answers.

Compulsory Question

- (Q1) a. State any four (04) methods of printed media that can be used for fashion promotion. (04 marks)
- b. State four (04) advantages of handling nationally branded merchandisers in fashion merchandising. (04 marks)
- c. What do you understand by the term "Obsolescence factors" in relation to fashion marketing? (03 marks)
- d. State any three (03) advantages of using the concept of "Cost-plus pricing". (03 marks)
- e. State any five (05) factors that influence the rate of diffusion of a new product. (05 marks)
- f. Distinguish between "Total cost" and "Marginal cost". (06 marks)

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

- (Q2) a. Merchandisers should be consumer-oriented throughout the planning process. Briefly discuss any three (03) factors that merchandisers should take into consideration during the planning phase of a product. (06 marks)
- b. Explain the role of a fashion merchandiser in relation to procurement/buying in apparel manufacturing organizations. (05 marks)
- c. Briefly describe any two (02) attributes and skills required for a merchandiser to be successful in the apparel industry. (04 marks)
- (Q3) a. Assume that you need to buy a party frock for a night function. Briefly explain how you select the party frock by considering the perceptual psychological factors. (08 marks)
- b. Briefly discuss how opinion leaders can influence you to take a decision on buying the party frock mentioned in part (a). (07 marks)

- (Q4) a. What do you understand by the term "Grey fabric"? State the two (02) major advantages of booking Grey fabric to an apparel manufacturing organization. (05 marks)
- b. ABC company is planning to launch sportswear with a new type of fabric material. Briefly describe factors, the merchandisers should consider when ordering the completely new fabric material. (06 marks)
- c. As a merchandiser, it is essential to maintain fabric purchase documentation/s in the organization. Giving two (02) reasons, briefly explain why. (04 marks)
- (Q5) a. Briefly discuss any three (03) objectives of purchasing. (06 marks)
- b. "Letter of credit helps in expanding a business quickly into new geographies". Giving examples, justify the given statement. (06 marks)
- c. State any three (03) documents that need to be given to the custom, when exporting items to other countries. (03 marks)
- (Q6) a. What is the "Break-even point" in relation to cost analysis? (03 marks)
- b. ABC company has rental and other fixed costs amounting to Rs. 440,000 per annum. A retailer purchases 9000 garments during a year. The cost per garment is Rs. 360.00 (excluding VAT). The company pays its sales assistants a sum of Rs. 230,000 per annum as fixed salaries. Calculate the break-even price that must be charged by the retailer to cover costs assuming that all the garments can be sold. (04 marks)
- c. Briefly discuss any four (04) reasons, why the break-even point is important in the decision-making process of any business. (08 marks)

(Q7) a. Write a comprehensive note on factors, which should be considered when advertising planning is done for fashion stores. (07 marks)

b. Briefly explain how do you plan the advertising for a fashionable frock throughout its life cycle. (08 marks)

(Q8) Write short notes on the following topics.

a. Different types of fashion shows. (08 marks)

b. Different types of freight charges. (07 marks)