

C-5987

Sub. Code

81151

B.Des. DEGREE EXAMINATION, NOVEMBER 2025

Fifth Semester

Fashion Design

APPAREL MERCHANDISING

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define apparel merchandising.
2. What is the role of a merchandiser in the apparel industry?
3. What is a route card in apparel production?
4. List two types of samples used in apparel merchandising.
5. Define “third-party inspection.”
6. What is meant by shipping marks?
7. List the contents of an order sheet.
8. What is an order sheet?

9. What is the significance of advertising in apparel merchandising?
10. What are the merits of participating in trade shows?

Part B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) Discuss the essential requisites of a good merchandiser.

Or

- (b) What is the significance of export merchandising?

12. (a) Explain the process flow in the apparel industry.

Or

- (b) What are the factors to consider when programming for yarn, knitting and dyeing?

13. (a) What are the key components of a final inspection procedure?

Or

- (b) Discuss the importance of testing in apparel manufacturing.

14. (a) What are the types and significance of assortment in apparel merchandising?

Or

- (b) Discuss about the buyers code of conduct.

15. (a) What are the advantages and disadvantages of sales promotion in apparel merchandising?

Or

- (b) What are the advantages of trade shows and fairs?

Part C

(3 × 10 = 30)

Answer **all** questions, choosing either (a) or (b).

16. (a) Discuss the concepts and importance of the “Six Rights” in apparel merchandising.

Or

- (b) Analyze the factors affecting vendor sourcing, evaluation and development in apparel merchandising.

17. (a) What is a sample? Discuss its importance and expedition

Or

- (b) Explain about effective expedition procedures.

18. (a) Write about documents recording and maintenance

Or

- (b) Discuss the role of export associations, such as the Apparel Export Promotion Council, in supporting the apparel industry.
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C-5989

Sub. Code

81161

B.Des. DEGREE EXAMINATION, NOVEMBER 2025

Sixth Semester

Fashion Design

FASHION ENTREPRENEURSHIP

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions

1. What is entrepreneurship?
2. Categorize the entrepreneurship.
3. What are entrepreneurship skills?
4. Define feasibility report.
5. Differentiate between brand and label.
6. What is boutique model?
7. Brief about brands.
8. What is the importance of label?
9. Outline on segments.
10. Brief on fashion company.

Part B

(5 × 5 = 25)

Answer **all** the questions, Choosing either (a) or (b)

11. (a) Differentiate between entrepreneur and intrapreneur.

Or

- (b) Explain the problems of entrepreneurs.

12. (a) Explain the entrepreneurship skills.

Or

- (b) Describe the risk management.

13. (a) Discuss the retail formats in fashion business.

Or

- (b) Describe the e-businesses in fashion.

14. (a) Describe the Suprematism.

Or

- (b) Illustrate the Pop art.

15. (a) Explain the National Labels in fashion.

Or

- (b) Briefly discuss on the positioning of brand.

Part C

(3 × 10 = 30)

Answer **all** the questions, Choosing either (a) or (b)

16. (a) Explain the 6Ms of entrepreneurship.

Or

- (b) Describe the environmental and psychological factors influencing the entrepreneurship.

17. (a) Describe the profit and scale of economic management.

Or

- (b) Illustrate about the building a brand.

18. (a) Demonstrate on the role of a brand in the development of the fashion company.

Or

- (b) Explain the international brands.
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C-5990

Sub. Code

81162

B.Des. DEGREE EXAMINATION, NOVEMBER 2025.

Sixth Semester

Fashion Design

APPAREL COSTING AND EXPORT DOCUMENTATION

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. List the factors influencing the costing.
2. What are INCO terms?
3. Brief on AEPC.
4. Define the importance of IEC.
5. What is packing note in export business?
6. Classify the export documents.
7. Brief about import license.
8. What is the importance of bill of entry?
9. Outline on preshipment.
10. Brief on custom clearance.

Part B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) Demonstrate the cost estimation for yarn.

Or

- (b) Compare the estimation of factory cost for briefs and T-shirt.

12. (a) Illustrate the registration formalities in AEPC.

Or

- (b) Describe the RBI code.

13. (a) Narrate on certificate of origin.

Or

- (b) Describe the fundamentals of shipping bill.

14. (a) Discuss on special schemes on import.

Or

- (b) Illustrate on advance license.

15. (a) Justify the preshipment inspection.

Or

- (b) Narrate on the foreign exchange formalities.

Part C

(3 × 10 = 30)

Answer **all** questions, choosing either (a) or (b).

16. (a) Demonstrate on the estimation of factory cost of women's wear.

Or

- (b) Prove the various benefits and incentives of government to garment export.

17. (a) Describe the mate receipt and shipping bill.

Or

- (b) Illustrate about the bill of lading and airway bill.

18. (a) Explain the replenishment license.

Or

- (b) Demonstrate on the port procedures on shipping.
