

C-8376

Sub. Code

81721

P.G. DIPLOMA EXAMINATION, APRIL 2026.

Second Semester

Fashion Design and Apparel Merchandising

APPAREL MERCHANDISING

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Estimating refers to
 - (a) Actual cost calculation
 - (b) Calculation of probable cost
 - (c) Selling price fixation
 - (d) Profit calculation
2. Which of the following is an aim of costing?
 - (a) Market expansion
 - (b) Profit analysis
 - (c) Cost control
 - (d) Brand promotion
3. Which cost includes wages paid to workers?
 - (a) Material cost
 - (b) Labour cost
 - (c) Overhead cost
 - (d) Advertisement cost

4. Which of the following is an indirect expense?
- (a) Fabric cost (b) Trims cost
(c) Factory rent (d) Yarn cost
5. CMT stands for
- (a) Cut, Measure and Trim
(b) Cost, Make and Trim
(c) Cut, Make and Trim
(d) Calculate, Measure and Trim
6. Which factor affects fabric cost?
- (a) Fabric width (b) Brand name
(c) Sales policy (d) Advertisement
7. The four Ps of marketing include
- (a) Product, Price, Place, Promotion
(b) People, Process, Profit, Place
(c) Product, Process, Price, Publicity
(d) Planning, Pricing, Promotion, People
8. Market segmentation means
- (a) Selling products globally
(b) Dividing the market into groups
(c) Increasing production volume
(d) Fixing product price
9. FOB stands for
- (a) Freight on Board
(b) Free on Board
(c) Freight over Bill
(d) Free of Business

10. Which document serves as proof of shipment?
- (a) Commercial invoice
 - (b) Packing list
 - (c) Bill of Lading
 - (d) Certificate of Origin

Part B

(5 × 5 = 25)

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

11. (a) State the importance of buyer communication

Or

- (b) Brief on record maintenance.

12. (a) Define estimating and state its aims.

Or

- (b) Define costing and explain its objectives.

13. (a) Explain CMT cost with suitable examples.

Or

- (b) Discuss the factors affecting fabric cost.

14. (a) Briefly explain market segmentation strategies.

Or

- (b) Explain the concept of target market.

15. (a) Write short notes on FOB, C & F and CIF.

Or

- (b) Explain the importance of export documentation.

Part C

(5 × 8 = 40)

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

16. (a) Discuss in detail about the functions of a merchandiser.

Or

- (b) Explain about pre production follow up and size set approval.

17. (a) Explain estimating and costing and differentiate between them.

Or

- (b) Describe in detail the elements of cost involved in apparel production.

18. (a) Elaborate on scheduling – concepts and types.

Or

- (b) Discuss cutting cost and making cost in garment manufacturing.

19. (a) Explain the marketing mix and its role in apparel marketing.

Or

- (b) Discuss market research and its importance in merchandising.

20. (a) Explain export procedures and documentation in detail.

Or

- (b) Describe the role of Letter of Credit and Bill of Lading in export trade.

C-8377

Sub. Code

81722

P.G. DIPLOMA EXAMINATION, APRIL 2026.

Second Semester

Fashion Design and Apparel Merchandising

FASHION FORECASTING

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Fashion forecasting mainly deals with
 - (a) Past fashion trends
 - (b) Future fashion trends
 - (c) Textile testing
 - (d) Garment costing

2. Which term refers to a short-lived fashion?
 - (a) Style
 - (b) Fashion
 - (c) Fad
 - (d) Classic

3. Fashion market research helps in
 - (a) Increasing garment size
 - (b) Understanding consumer needs
 - (c) Reducing fabric cost
 - (d) Improving stitching quality

4. Consumer influence affects
 - (a) Only production
 - (b) Only design
 - (c) Fashion trends and demand
 - (d) Export procedures
5. Sampling is a part of
 - (a) Fashion promotion
 - (b) Fashion design
 - (c) Fashion marketing research
 - (d) Visual merchandising
6. Marketing mix consists of
 - (a) Style, color, fit, fabric
 - (b) Product, price, place, promotion
 - (c) Trend, theme, texture, tone
 - (d) Buyer, seller, agent, broker
7. Fashion designers mainly contribute to
 - (a) Fabric testing
 - (b) Trend development
 - (c) Yarn manufacturing
 - (d) Garment packing
8. Branded products are usually associated with
 - (a) Unorganized sector
 - (b) Mass production
 - (c) Designer labels
 - (d) Local markets

9. Illusion in dress design is used to
- (a) Increase cost
 - (b) Create physical effects
 - (c) Promote brands
 - (d) Improve stitching
10. France and Italy are famous as
- (a) Textile centers
 - (b) Fashion capitals
 - (c) Export hubs
 - (d) Manufacturing zones

Part B

(5 × 5 = 25)

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

11. (a) Explain fashion market and marketing environment.
- Or
- (b) Differentiate between fashion, fad and style.
12. (a) Explain the purpose of fashion marketing research.
- Or
- (b) Describe sampling methods used in fashion research.
13. (a) Explain the role of fashion designers in apparel market.
- Or
- (b) Discuss branded products and personal labels.
14. (a) Explain the use of illusion in covering body defects.
- Or
- (b) Write short note on New York as an international fashion centers.

15. (a) Brief on haute couture designers

Or

(b) Discuss about Studio line designers.

Part C

(5 × 8 = 40)

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

16. (a) Elaborate on fashion market research and evaluating collections.

Or

(b) Discuss fashion, society and individual fashion with reference to wardrobe to ordination.

17. (a) Discuss research design, data sources and data collection methods.

Or

(b) Explain fashion products and new product development in fashion industry.

18. (a) Describe fashion services and resources available to designers.

Or

(b) Explain the scope of fashion business with designer, manufacturer and retailer roles.

19. (a) Explain illusion techniques used in dress design with examples.

Or

(b) Explain in detail about International fashion centers.

20. (a) Discuss the contribution of Indian fashion designers to fashion industry.

Or

(b) Explain about the types of fashion designers.

C-8378

Sub. Code

81723

P.G. DIPLOMA EXAMINATION, APRIL 2026.

Second Semester

Fashion Design and Apparel Merchandising

BUSINESS COMMUNICATION

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Communication is best defined as
 - (a) Transfer of goods
 - (b) Exchange of information
 - (c) Business negotiation
 - (d) Written correspondence

2. Which element is essential in the communication process?
 - (a) Feedback
 - (b) Noise
 - (c) Channel
 - (d) All of the above

3. Verbal communication includes
 - (a) Body language
 - (b) Facial expressions
 - (c) Spoken words
 - (d) Gestures

4. Which is an example of informal communication?
- (a) Office memo (b) Notice
(c) Grapevine (d) Circular
5. A business letter is mainly used for
- (a) Personal communication
(b) Entertainment
(c) Official communication
(d) Advertising only
6. Which letter is written to express dissatisfaction?
- (a) Inquiry letter
(b) Complaint letter
(c) Persuasive letter
(d) Proposal
7. Resume is a document that provides
- (a) Company profile
(b) Personal and professional details
(c) Business objectives
(d) Financial details
8. Application letter is written to
- (a) Request information
(b) Apply for a job
(c) Lodge a complaint
(d) Place an order
9. Which is an oral communication skill?
- (a) Resume writing (b) Report writing
(c) Group discussion (d) Business letter

10. Listening involves
- (a) Speaking clearly
 - (b) Hearing only
 - (c) Understanding the message
 - (d) Writing notes

Part B

(5 × 5 = 25)

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

11. (a) Define communication and explain its objectives.

Or

- (b) Explain the importance of business communication.

12. (a) Explain the types of communication.

Or

- (b) Discuss the barriers to communication.

13. (a) Describe the format of a business letter.

Or

- (b) Explain the types of business letters.

14. (a) Explain the importance of resume writing.

Or

- (b) Discuss the structure of an application letter.

15. (a) Explain the importance of listening skills.

Or

- (b) Briefly explain oral presentation skills.

Part C

(5 × 8 = 40)

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

16. (a) Explain the communication process with a suitable model.

Or

- (b) Discuss the principles of effective communication.

17. (a) Elaborate on verbal and non-verbal communication.

Or

- (b) Explain formal and informal communication in detail.

18. (a) Describe the fundamentals of business writing.

Or

- (b) Explain inquiry, complaint and persuasive letters.

19. (a) Discuss employment messages with special reference to resume and application letter.

Or

- (b) Explain the steps involved in report writing.

20. (a) Explain barriers to effective communication and methods to overcome them.

Or

- (b) Discuss types of listening and their importance in business communication.
-