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G. VENKATASWAMY NAIDU COLLEGE (AUTONOMOUS), KOVILPATTI – 628 502.



UG DEGREE END SEMESTER EXAMINATIONS - NOVEMBER 2024.

(For those admitted in June 2021 and later)

PROGRAMME AND BRANCH: B.Sc., COSTUME DESIGN AND FASHION

SEM	CATEGORY	COMPONENT	COURSE CODE	COURSE TITLE
V	PART-III	CORE	U21CF506	APPAREL MERCHANDISING AND COSTING

Date & Session: 05.11.2024/FN

Time: 3 hours

Maximum: 75 Marks

Course Outcome	Bloom's K-level	Q. No.	SECTION – A (10 X 1 = 10 Marks) Answer <u>ALL</u> Questions.
CO1	K1	1.	_____ has the responsibility for merchandise content and assortment. a) Store line b) Market line c) Buying line d) Shopping line
CO1	K2	2.	Which right of merchandising involves selling the product in a location that is convenient for customers? a) Right Product b) Right Quantity c) Right Place d) Right Price
CO2	K1	3.	The means to communicate a store's fashion, value and quality message to prospective customers. a) Visual merchandising b) Buying house c) Buying house d) Presentation
CO2	K2	4.	Which of the following is a type of buying agency? a) Commission agent b) Merchandising agent c) Broker d) All of the above
CO3	K1	5.	Which element of cost includes expenses like rent, utilities, and insurance? a) Direct Material b) Direct Labour c) Overhead d) Selling and Distribution
CO3	K2	6.	What is the cost of selling and distributing products called? a) Direct Material b) Direct Labour c) Overhead d) Selling and Distribution
CO4	K1	7.	This is the aggregate of indirect materials, indirect labour and indirect expenses of cost_____. a) Over head b) sales c) product d) period
CO4	K2	8.	The _____ has a single total value and may have identifiable component values. a) direct cost b) cost estimate c) indirect cost d) labour cost
CO5	K1	9.	_____ can be recorded as an inventory asset if the product has not yet been sold. a) Variable cost b) Fixed cost c) Product cost d) Labour cost
CO5	K2	10.	_____ cost increase as the production volume increase. a) Production b) Prime c) Variable d) Direct

Course Outcome	Bloom's K-level	Q. No.	<p align="center">SECTION – B (5 X 5 = 25 Marks) Answer <u>ALL</u> Questions choosing either (a) or (b)</p>
CO1	K3	11a.	What are the key responsibilities of a merchandiser in product development? (OR)
CO1	K3	11b.	Write about the concept of six rights in merchandising?
CO2	K3	12a.	Determine the functions of merchandiser in an exporters house. (OR)
CO2	K3	12b.	How would to you identify the buying house and buying agency?
CO3	K4	13a.	Classify the different types of samples. (OR)
CO3	K4	13b.	How do you estimate the cost of knitting process?
CO4	K4	14a.	Distinguish the direct cost and indirect cost. (OR)
CO4	K4	14b.	Discover the density for cotton fabric using GSM cutter.
CO5	K5	15a.	Predict the variable cost and semi variable cost. (OR)
CO5	K5	15b.	Discuss the Importance of the development cost.

Course Outcome	Bloom's K-level	Q. No.	<p align="center">SECTION – C (5 X 8 = 40 Marks) Answer <u>ALL</u> Questions choosing either (a) or (b)</p>
CO1	K3	16a.	Prepare the process of merchandising in apparel industry. (OR)
CO1	K3	16b.	Describe the characteristics of successful apparel exporter, including classify the exporters.
CO2	K4	17a.	Discover the importance of LC amendments. (OR)
CO2	K4	17b.	Differentiate between the manufacturer exporter and merchant exporter.
CO3	K4	18a.	Analyse the various factors that need to be considered when creating a route card. (OR)
CO3	K4	18b.	Categorize the functions of buyer sourcing and communication in the procurement process.
CO4	K5	19a.	Apprise the production overhead and selling overhead. (OR)
CO4	K5	19b.	Predict the fabric costing for woven fabric.
CO5	K5	20a.	Evaluate the cost calculation for various men's pant styles. (OR)
CO5	K5	20b.	Interpret the requirements of good costing system.