



# K.S.Rangasamy College of Technology

(Autonomous)

Tiruchengode – 637 215

## Department of Textile Technology

Name of the Subject : Apparel Marketing Merchandising

S.No	Question	Option 1	Option 2	Option 3	Option 4	Correct Option
1	_____ is the management process, responsible for identifying and satisfying the needs of the customers, profitably.	Apparel Marketing	Apparel Merchandising	Apparel Production	Apparel Planning	Apparel Marketing
2	_____an organizational function and a set of processes for creating, communicating and delivering value to customers and for managing customer relationship in ways that benefit the organization and its stakeholders”	Merchandising	Planning	Marketing	Sales	Marketing

S.No	Question	Option 1	Option 2	Option 3	Option 4	Correct Option
3	._____ is a longer term concept than sales and relates to forward looking strategies to understand customer needs, influence customer perceptions, and identify how a company can capitalize on that.	Marketing	Sales	Merchandising	Production	Marketing
4	There are ____ main types of marketing objectives.	3	4	2	5	4
5	There are ____ principal factors to consider when establishing marketing objectives.	1	2	3	4	4
6	_____ refers to the short term need to close a sale, get an agreement signed, or ultimately do what needs to be done to sell whatever it is you are selling. Sales techniques and strategies.	Marketing	Production	Merchandising	Sales	Sales
7	A _____ plan provides a focus and continuity for decision making in all of the firms divisions.	Research	Strategic	Production	Sales	Strategic

S.No	Question	Option 1	Option 2	Option 3	Option 4	Correct Option
8	What is a 'test market'?	a smaller version of a whole market	a prototype product	a form of sales promotion	a type of questionnaire	a smaller version of a whole market
9	The task of any business is to deliver _____ at a profit.	customer needs	customer value	products and services	improved quality	customer value
10	. Marketers often use the term _____ to cover various groupings of customers.	people	buying power	demographic segment	market	market
11	The _____ concept holds that consumers and businesses, if left alone, will ordinarily not buy enough of the organization's products.	production	selling	marketing	holistic marketing	selling
12	The buying process starts when the buyer recognizes a _____.	Product	an advertisement for the product	a salesperson from a previous visit	problem or need	problem or need
13	Marketing _____ is the systematic design of, collection, analysis, and reporting of data findings relevant to a specific marketing situation facing the company.	Strategy	Function	Research	Plan	Research

S.No	Question	Option 1	Option 2	Option 3	Option 4	Correct Option
14	_____ provided marketers with opportunities to tap consumers worldwide.	Liberization	Globalization of media	Mood of nation	Affulance	Globalization of media
15	The first stage of the marketing research process is _____.	definition of research objectives	recognition of a marketing management problem	design of primary research	design of secondary research	recognition of a marketing management problem
16	A _____ determines the amount of expected income based on your promotional strategy.	Share objective	Promotional objective	Profitability objective	Growth objective	Profitability objective
17	A _____ is the desired level of product or service awareness.	Profitability objective	Growth objective	Share objective	Promotional objective	Promotional objective
18	For _____, goals should focus on your profit and services.	Price	Product	Promotion	Place	Product
19	_____ requires setting goals explaining how you will get your product or service to clients.	Product	Promotion	Place	Price	Place
20	_____ looks to quantify a problem, collects data through surveys in different modalities (online, phone, paper), audits, points of purchase (purchase transactions), and click-streams.	Production	Pricing research	Qualitative research	Quantitative research	Quantitative research

S.No	Question	Option 1	Option 2	Option 3	Option 4	Correct Option
21	_____ can very simply be stated as research which can be done from your desk or without getting involved in the field.	Secondary marketresearch	Primary market research	Qualitative research	Quantitative research	Secondary marketresearch
22	_____ changes the market for other brands and organizations. This forces others to adjust their market effort to retain their market share.	Entry of new brands	Distributions	Pricing	Entry of a new brand and player	Entry of a new brand and player
23	_____ pricing is the approach of setting a low initial price in order to attract a large number of buyers quickly and win a large market share.	Market-skimming	Value-based	Market-penetration	Leader	Leader
24	_____ is a reduction from regular rates when advertising contracts to use quantities of advertising.	Discount.	Allowance.	Valuation.	Correction	Discount.
25	_____ is about bringing your product/service to the notice of your target market, and reminding them or persuading customers to purchase that product/service.	Production	Promotion	Budget	Image	Promotion

S.No	Question	Option 1	Option 2	Option 3	Option 4	Correct Option
26	The selection of the _____ will depend upon your target market, the message you wish to convey, and the relative costs of the different media.	Advertising medium	Objective	Mission vision	Market gap	Advertising medium
27	_____ is the expanding sales of present products in present markets through effective advertisement and promotion	Market Penetration	Market Development	Product development	Diversification	Market Penetration
28	_____ measures are temporary promotion methods.	Marketing	Advertising	Sales promotion	Research	Sales promotion
29	_____ denotes all the planned activities to execute and dispatch the merchandise on time, taking into consideration of the Right Quantity, Right Quality, Right Cost and Right Time to replenish the customer.	Marketing	Merchandising	Planning	Sales	Merchandising
30	The formulation of the parameters that will guide line development is	Line planning	Line development	Line presentation	Sourcing	Line planning

S.No	Question	Option 1	Option 2	Option 3	Option 4	Correct Option
31	_____ activities may include display techniques, free samples, on-the-spot demonstration, pricing, shelf talkers, special offers, and other point-of-sale methods.	Processing	Production	Marketing	Merchandising	Merchandising
32	Merchandiser should have adequate_____ Computer knowledge, and technical knowledge to communicate with different people in the business is a must.	Communication skills	Monitoring ability	Knowledge about the field	Decision making	Knowledge about the field
33	Merchandising department works as mediator in between factory and _____.	Buyers	Customers	Retails	Garments	Buyers
34	_____ is related with those basic products that are always in demand. Various staple merchandising products are socks, handkerchiefs, white shirts, black trousers etc.	Fashion merchandising	Staple merchandising	Seasonal merchandising	Fad merchandising	Staple merchandising

S.No	Question	Option 1	Option 2	Option 3	Option 4	Correct Option
35	_____ is related with those products that based on features of fashion are forecasted for that year. It can be colour, ascents, accessories, style, length etc. These products have high demand but have a short lifecycle.	Fad merchandising	Fashion merchandising	Staple merchandising	Seasonal merchandising	Fashion merchandising
36	_____ is related with those products that sell only in a particular timeframe. Various seasonal merchandising products are sweaters in winter, gumboots in rainy season etc.	Fad merchandising	Fashion merchandising	Staple merchandising	Seasonal merchandising	option4
37	_____ is related with those products that based on the latest trend actor, movie, event e.g. merchandise marketed based of the movie Krishh. The selling for these goods is high but short lived.	Fad merchandising	Fashion merchandising	Staple merchandising	Seasonal merchandising	Fad merchandising
38	There are ___ types of merchandise	3	4	5	2	4



S.No	Question	Option 1	Option 2	Option 3	Option 4	Correct Option
39	Preparation of Material requirement sheet according to sample product and buyer specification sheet. Consumption of material (fabric, thread, button, and twill tape) is calculated and estimated cost of each material is known as _____.	Material Resource Planning	Job or Task Scheduling	Loading production	Process selection & planning	Material Resource Planning
40	Preparing detailed line planning with daily production target for the production line. Most cases line planning is made after discussing with production team and Industrial engineers _____.	Line planning	Loading production	Job or Task Scheduling	Process selection & planning	Line planning
41	Processes needed to complete an order vary style to style. According to the order (customer) requirement PPC department select processes for the orders. Sometime extra processes are eliminated to reduce cost of production _____.	Line planning	Loading production	Process selection & planning	Job or Task Scheduling	Process selection & planning

S.No	Question	Option 1	Option 2	Option 3	Option 4	Correct Option
42	_____ is scheduling and allocating of orders to production lines according to product setting (product is being made in the line) and due dates of production completion.	Process selection & planning	Job or Task Scheduling	Loading production	Line planning	Line planning
43	_____ it is the time needed to perform the process . It includes order preparation, queuing, processing moving receiving and inspecting time as well as any expected delay.	Offsetting	Exploding the requirements	Lead time	Planned-order releases	Lead time
44	_____ is a process in which any stock on hand is subtracted from the gross requirement determined through explosion, giving the quantity of each item needed to manufacture the required finished products.	Netting	Pay control	Time buckets	Action notices	Netting
45	_____ and Control department is one of the important department for the apparel manufacturing company.	Production	Production planning	Processing	Planning	Production planning

S.No	Question	Option 1	Option 2	Option 3	Option 4	Correct Option
46	_____Merchandising refers to the art of visual presentation of merchandise at the Retail Store, with the ultimate aim of augmenting the selling process	Vendor	Buyer	Retail	Visual	Visual
47	The firms which want to go in for Mass marketing, distribute their merchandise through _____ marketing	Multiple Line	Stores	Retail	Wholesale	Wholesale
48	Marketing activities across national boundaries are termed as_____Marketing.	Wholesale	Domestic	International	Retail	International
49	_____is a geographic center for the creation, production and sales of fashion merchandise.	Market	Mart	Market centre	Speciality Stores	Market centre
50	_____ outlines expected company sales for a specific good or service to a specific consumer group over a specific period of time under a well-defined marketing program.	Production	Sales Forecasting	Straregy	Sales	Sales Forecasting