

Total No. of Questions : 8]

[Total No. of Printed Pages : 1

Roll No

TX-801(A) (GS)
B.E. VIII Semester Examination, June 2020
Grading System (GS)
Merchandising and Export Management
(Elective - III)
Time : Three Hours

Maximum Marks : 70

Note: i) Attempt any five questions.
ii) All questions carry equal marks.

1. Define the quality issues in garment export and also explain its competitive forces.
2. "Marketing Management is the identification of needs and wants of customer". Explain it with objectives of Marketing Management.
3. a) Explain the value addition processes in garment marketing.
b) In light the textile and apparel trade policies.
4. a) Describe the objective and functions of marketing management.
b) Explain the consumer behaviour for buying a product.
5. Describe the quality consideration aspects for garment export.
6. a) Discuss the Quality issues in Garment export.
b) Describe the present (2017) competitive forces in survival of garment industry at India.
7. Describe the various scheme offered by Government of India for Indian Textile Industry.

OR

Discuss the present condition of Indian Textile exports.

8. Answer any four of the following:
 - a) Describe the product life cycle with suitable example.
 - b) Describe the sales promotion.
 - c) Discuss the seasonality of Fashion Marketing.
 - d) How we can do marketing of apparel, explain it.
 - e) Explain the price setting process for International Marketing.
 - f) Define International Marketing Storing.

TX-801(A) (GS)