BHC–007

DIPLOMA IN APPAREL MERCHANDISING/DIPLOMA IN APPAREL MERCHANDISING– APPLIED (DAPMER/DAPMERA)

Term-End Examination

December, 2024

BHC–007 : MANAGEMENT OF MERCHANDISING FUNCTION AND APPAREL MANUFACTURING

Time : 3 Hours *Maximum Marks : 100*

Note : *Attempt any **five** questions. All questions carry equal marks.*

1. (a) Explain the following : 10

   (i) Types of suppliers identified by apparel manufacturing units.

   (ii) Factors affecting the sourcing of fabric and trims.

   (b) Explain export finance requirement. What are the types of export finances ? Describe them. 10

2. (a) Briefly describe the process of strategic sourcing in the apparel industry. Discuss its advantages and disadvantages.   10

   (b) Discuss the documentation framework required for textile exports.   10

3. (a) Explain the different types of letter of credit.   10

   (b) Write about the different types of sleeves and cuffs with the help of suitable illustrations.   10

4. (a) Describe the following :   10

   (i) Spreading technique

   (ii) Equipments used in spreading of fabric

   (b) Describe any *five* constructive stitches using suitable diagrams wherever necessary.   10

5. (a) Explain the following :   10

   (i) Sewing threads and their importance

   (ii) Types of threads

   (b) Explain Bundle System in the Apparel Industry.   10

6. (a) Write about the role of testing laboratory in the garment manufacturing industry. 10

   (b) Describe the care labelling system used in apparel industry, using suitable figures/diagrams. 10

7. (a) Explain stages and elements of apparel costing. 10

   (b) Describe the following : 10

   (i) Factors affecting pricing of apparel

   (ii) Pricing strategy used for apparel

8. Write short notes on any *four* of the following :

   4×5=20

   (a) Lead time

   (b) Export credit insurance

   (c) Methods of pattern making

   (d) Pockets

   (e) Marker mode

   (f) Relationship between fabric, thread and needle

   (g) Cost sheet

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