

**ADVANCED DIPLOMA IN KNITWEAR STUDIES AND MERCHANDISING**  
**ADVANCED DIPLOMA IN APPAREL STUDIES AND MERCHANDISING**

**Examination Paper**

1<sup>st</sup> Term, 2015

Module Name: Apparel Industry and Merchandising

Module Code: 741

Date: 25 Mar 2015

Time Allowed: 3 hours

Reading Time: 15 minutes

Examination Time: 7:15pm – 10:15pm

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This question paper has 3 pages (including this page).

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**INSTRUCTION TO CANDIDATES:**

- This paper has A and B sections with **EIGHT (8)** questions.
  - Section A is composed of Question 1 to Question 4.
  - Section B is composed of Question 5 to Question 8.
  - Answer **FIVE (5)** questions, at least **ONE (1)** question from each section.
  - Please answer **Section A and Section B** in two **separate** answer books.
  - All questions carry equal marks.
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The following tools with an asterisk (\*) are **NOT ALLOWED** in the examination:

- Paperback Dictionary \*
- Electronic Dictionary \*
- Open Book Examination Material \*
- Programmable Calculator \*

**DO NOT TURN OVER THE PAGE UNTIL YOU ARE TOLD TO DO SO**

## Section A

### Question 1 to Question 4

Choose at least **ONE** question

#### Question 1

- (a) In determining distribution strategies, there are issues on which suppliers and retailers may have conflicting interests, hence which need to be taken into consideration. Give examples of such issues. **(40 %)**
- (b) There are 3 kinds of distribution including intensive or mass distribution, selective distribution and exclusive distribution. Describe the characteristics of each distribution with at least one example. **(60 %)**

#### Question 2

- (a) What is a supply chain? **(30 %)**
- (b) Discuss the function of a supply chain. **(25 %)**
- (c) Explain the three decision phases in supply chain management. **(45 %)**

#### Question 3

- (a) Being a merchandiser of a factory, what should you do during pre-production stage after having received orders from buyers. **(70 %)**
- (b) List out the advantages of trial run before actual bulk production. **(30 %)**

#### Question 4

- (a) People go shopping for reasons more than just buying goods or services. List out 5 reasons. **(25 %)**
- (b) Use Maslow's Hierarchy of Needs to explain why consumers buy apparel. **(75 %)**

## **Section B**

### **Question 5 to Question 8**

**Choose at least ONE question**

#### **Question 5**

The role of marketing manager is to coordinate a successful marketing strategy through the implementation of the marketing process activities. Please identify the key marketing process activities and use example(s) to illustrate. **(100 %)**

#### **Question 6**

“American Eagle” is a fast growing U.S. brand and now emerging into Hong Kong market. The brand is now seeking for market penetration and exploring the opportunity to open 3-5 stores in HK in 2015. Recently you joined this company as a marketing manager. You need to write a detailed SWOT analysis for management’s evaluation. **(100 %)**

#### **Question 7**

Suppose you are the Sourcing Manager of Wal-Mart. Currently most of your sweaters are sourced from China. Myanmar (Burma) is a newly developing country on knitwear manufacturing. You are invited to visit a potential manufacturer over there. After the factory visit, give your recommendation, based on 5 key factors, on whether the manufacturer in Myanmar (Burma) should be selected or not? **(100 %)**

#### **Question 8**

Suppose Nike has invented a new technology which allows consumers to order shoes for best fit from a 3D scanner. This innovation is ready to be launched in Summer 2015. As the marketing manager of the brand, give 4 suggestions on a marketing campaign to promote this new launch. **(100 %)**

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