



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

Examination Paper

1st Term, 2016

Module Name: Apparel Industry and Merchandising

Module Code: 741

Date: 29 Feb 2016

Time Allowed: 3 hours

Reading Time: 15 minutes

Examination Time: 7:15pm – 10:15pm

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

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.

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

You are a merchandise manager of a buying agent for apparel exporting to European market. **(100 %)**
Recently a senior merchandiser is newly hired and you are giving him/her a S.O.P. guideline starting from design development to shipment execution. Name any 5 key activities with detailed explanation.

Question 2

Myanmar market reopens again after closing over for a decade and its garment manufacturing industry is re-developing to all opportunities. You are the Sourcing Manager of a trading company and are invited to Myanmar to visit a potential manufacturer of woven bottom for Esprit International. You have to provide evaluation and recommendation based on 5 key factors whether the manufacturer is qualified for development. **(100 %)**

Question 3

- (a) Current apparel market is very competitive and retailers have to regularly keep update with changing situation. What resources can they seek to keep them with latest market pace? **(45 %)**
- (b) Apart from understanding of market situation, continuous market research is also essential for set up successful marketing strategy. Please describe the purpose and importance of market research. **(55 %)**

Question 4

- (a) Being a merchandiser, what are your core tasks during market week? **(60 %)**
- (b) If your buyer request a trial run during market week, please try your best to describe the pros and cons of trial run to your buyer. **(40 %)**



Section B

Question 5 to Question 8

Choose at least ONE question

Question 5

- (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 %)

Question 6

- (a) The following are well known brands in Hong Kong: Giordano, Coca-cola, Mercedes Benz, Louis Vuitton. Which of these brands belong to "Exclusive Distribution" strategy? What are the characteristics of "Exclusive Distribution"? How does it beneficial to those brands? (70 %)
- (b) In the apparel industry, how can products sold to final consumers but without going through the traditional marketing channel. Pls name 3 direct marketing channels with one example on each. (30 %)

Question 7

Hong Kong is ranked the freest economy in the world for the 21st year. Give 4 reasons to support its lead. (100 %)

Question 8

You are the merchandising manager of XYZ Fashion International Co. Ltd which is the buying office of an European fashion label for women's wear. You are encountering a situation that a shipment of 5,000 pcs party dress is delayed due to quality issue found in production.

You realize that these are seasonal products for a Christmas marketing campaign and cannot be delayed. You need to negotiate your vendor to ensure satisfactory quality and as well to air, instead of by sea at their expenses.

- (a) What are the determinants for a successful negotiation in this case? (50 %)
- (b) Some personal traits are important for being an effective negotiator; select any five of them and discuss how they are useful in this negotiation. (50 %)



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