

**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*

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

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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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