



GOVERNMENT OF TAMILNADU
DIRECTORATE OF TECHNICAL EDUCATION, CHENNAI

STATE PROJECT COORDINATION UNIT
(Established under Canada India Institutional Cooperation Project)

CURRICULUM

Course Name	Apparel Marketing and Export Merchandising
Course Code	TEX/2020/011
Course Duration	60 Hours
Minimum Eligibility Criteria and Pre-requisites (if any)	10 th /+2/Diploma/Graduates
Course Objectives	Training module has been designed to provide the participants <ul style="list-style-type: none"> To know about Basics of Marketing & need for Export Marketing To know about principles and techniques of merchandising To know about retail merchandising procedure and types To understand visual merchandising techniques and applications. To understand about Garment Costing To understand merchandise planning.
Course Outcomes	At the end of training, the participants will be able to <ul style="list-style-type: none"> Know the Marketing Techniques Know the Retail & Visual Merchandising procedures Know how to do Garment Costing
Expected Job Roles	Merchandiser

TEACHING AND SCHEME OF EXAMINATION						
Course Code	Course Name	Hours		Assessment Marks		Duration of Examination
				Min	Max	
TEX/2020/011	Apparel Marketing and Export Merchandising	Theory	60	50	100	3 Hours
		Practical	-	-	-	
		Total	60	50	100	

TEX/2020/011- APPAREL MARKETING AND EXPORT MERCHANDISING

DETAILED SYLLABUS

Unit No	Modules	No. Of Hours (Theory)
I	Marketing and its concepts	10 Hours
1.1	Basics of marketing	10
1.2	Need for export marketing	
1.3	AEPC of India	
II	Introduction To Merchandising	10 Hours
2.1	Merchandising-Definition, Principles & Techniques, Role of merchandiser, Skills of Merchandiser& Functions of Merchandiser	10
2.2	Sample Approval, Types of samples- development sample, salesman sample, Approval sample, Preproduction sample, Production sample &shipment sample	
2.3	Check points for a proper approval, Approval of sewing operations and various processes. Product Research, Product Development, Planning & Presentation.	
III	Retail Merchandising	10 Hours
3.1	Introduction to Retail Merchandising, Types of retail merchandising, Department stores & Discounters	10
3.2	Off-price retailers, Outlet source, Close out - Warehouse clubs, Retail pricing, Markup& Price point	
3.3	Markdown, Promotional pricing, Deceptive pricing, Non-store retailing, Mail order Merchants, E Tailing & Tele shopping.	
IV	Visual Merchandising	10 Hours
4.1	Definition, Elements of Visual Merchandising, Displays, Principles of Displays, Window display, Interior Display, Mannequins, Department displays, Signs, Lighting & Fixtures.	10
4.2	Special events, The Environments of visual presentation, Trends in visual merchandising, Small store applications, Boutique &Assessment of Visual Merchandising Programme	
V	Garment Costing	10 Hours
5.1	Garment Costing, Fabric consumption, Sewing thread consumption & CMT charges for various styles	10
5.2	Costing of woven garment full Sleeve shirt and Trouser, Costing of Knitted garment - T shirt & night gown	

VI	Merchandise Planning	10 Hours
6.1	Merchandising plan, Planning sales goals, Buying plan, Assortment Planning, Open to buy, Purpose of a six months plan, Elements of a six month plan, Analysis of previous merchandising plan and developing a new plan, Planning components, Merchandising calendar and scheduling	10
6.2	Direct order, Merchant order, CMT order, Vendor and sub-contractor, Requirement of a purchase order, Amendment sheet, Types of Buyer and buying offices & Buyer seller meet	
Total Hours		60

HARDWARE REQUIREMENT

Nil

SOFTWARE REQUIREMENT

Nil

REFERENCE WEBSITE / BOOKS

1. www.fibre2fashion.com
2. <https://textilelearner.blogspot.com/>
3. www.textileschool.com
4. <https://fashion2apparel.blogspot.com/>

S.NO	NAME OF THE BOOK	AUTHOR	PUBLISHER
1	Fashion Marketing& Merchandising	Manmeetsodhia	Kalyani Publishers,
2	Apparel Manufacturing	Ruth	A.Simsone Co Ltd, Singapore Year 1995

ASSESSMENT AND CERTIFICATION

S.No	Criteria for assessment
1.	A trainee will be assessed based on the performance in End Examination for Theory conducted internally in the Project Polytechnic College for a duration of 3 hours
2.	A trainee must have 75% of attendance to appear for End examination.
3.	The assessment for theory part will be based on the marks scored in the end examination on the knowledge bank of questions.
4.	The passing criteria for successful completion of training are every trainee should score 50% of marks in theory examination.
5.	On successful completion of training, Certificate will be issued to the participants by the Directorate of Technical Education through the Project Polytechnics.

END EXAMINATION

ALLOCATION OF MARKS

S.No	Description	Max.Marks
1.	Part-A (10 x 2 Marks)	20
2.	Part-B (10 x 3 Marks)	30
3.	Part-C (5 x10 Marks)	50
Total Marks		100

THEORY MODEL QUESTION PAPER

TEX/2020/011 - APPAREL MARKETING AND EXPORT MERCHANDISING

(Maximum Marks : 100)

Part-A (Answer any **Ten** questions)

10 x 2 =20 Marks

1. What is marketing?
2. What is the need for export marketing?
3. What is meant by AEPC of India?
4. Define merchandising.
5. Write Principle of merchandising.
6. Write the Role of merchandising.
7. Which Types of sample frequently used?
8. What is shipment sample?
9. What is product Research?
10. What is E- tailing?
11. What are the Elements of visual merchandising?
12. What is the Principle of visual merchandising?
13. What is department display?
14. Classified for special events?
15. What is a small store application?

Part-B (Answer any **Ten** questions)

10 x 3 = 30 Marks

16. Definition of assortment planning?
17. Analysis of previous merchandising plan.
18. What is meant by CMT order?
19. What do you mean by direct order?
20. List out the buyer present in garment sector?
21. What is the need for export marketing?
22. What is sample approval?
23. What is production sample?
24. What is off-price retailer?
25. Define window display?
26. Write the requirement of a purchase order.
27. What is planning components?
28. How to develop a new plan?
29. Write about assortment plan.
30. What is amendment sheet?

Part-C (Answer any **Five** questions)

5 x 10 = 50 Marks

31. Elaborate on the role of merchandiser in garment Industry.
32. Explain in detail about AEPC of India.
33. Write a note on Amendment Sheet and Buyer seller meet.
34. Write brief note on principle of Visual merchandising.
35. Explain the costing procedure of Knitted T-Shirt.
36. Explain the various types of retail pricing.
37. Write short note on E-Tailing and Tele shopping