

EXPORT MERCHANDISING

SEMESTER IV

1. The mediator between the Apparel Manufacture and Buyer.
a. Export House b. Buying House c. Retailer d. Contractor
2. Proto Sample means:
a. 1st Sample b. Running Sample c. Production Sample d. Photo Sample
3. Which sector is called as the Sunset Industry?
a. Mill Sector b. Textile Sector c. Handloom Sector d. Power loom Sector
4. HRD stands for
a. Human Re-creative Department b. Human Resource Development c. Human Research Department d. Human Activity Department
5. -----is the second largest Rural Employment provider next to agriculture.
a. Textile Industry b. Tourism c. Agriculture d. Transport
6. Powerloom was invented by -----
a. John Key b. William Horrocks c. Edmund Cartright d. All of them
7. The sector which comes under Textile Industry
a. Mill Sector b. Private Sector c. Finance Sector d. Transport Sector
8. Counter Samples are -----
a. Fit Sample b. Reference Sample c. Reverence Sample d. Resource Sample
9. Sample is the representation of -----
a. a lot b. a batch c. a quantity d. both a & b
10. Number of Rights of Merchandising
a. 8 b.6 c.10 d.3
11. In a Corporate buying office how much percentage is owned and operated by the Parent Organization?
a. 70% b. 80% c. 75% d. 90%
12. Which among these are eco-friendly fabrics?
a. Alpaca b. Cotton c. Hemp d. Nylon
13. The removal of loose hairy protruding fibres are called
a. Desiging b. Singeing c. Scouring d. Bleaching
14. CMT stands for
a. Consumption of materials and threads b. Cut make threads c. Cut make trims
d. Cutting and making of textiles
15. The method of removing natural colouring matter from the fabric is called-----
a. Singeing b. Bleaching c. Scouring d. Dyeing
16. 7PP Contractors means

- a. Full Package Programme b. Fully Packed Programmes c. Fully Processed Programme
d. Fully Personified Programmes

17. Sanforization means

- a. Fire proof b. Shrinkage resistant c. Water proof finish d. Fire proof

18. Speciality Contractors does special works like

- a. Stitching b. Embroidery c. Pleating d. Cutting

19. Geo Textiles and Medical Textiles comes under

- a. Technical Textiles b. Practical Textiles c. Protective Textiles
d. Medical Textiles

20. One strike off of a Roller Print requires -----

- a. 100 yards b. 1000 yards c. 2000 yards d. 500 yards

21. The handloom sector provides employment to an amount of -----people.

- a. 11.5 million b. 18.5 million c. 12.5 million d. 19.5 million

22. The largest rural employment provider -----

- a. Powerloom Sector b. Handloom Sector c. Garment Sector d. Mill Sector

23. Expanded form of CIM

- a. Computer Internal Manufacturing b. Computer Integrated Manufacturing c. Complete Internal Manufacturing
d. Consumer Integrated Manufacturing

24. Materials used for care labels

- a. Satin b. Taffeta c. Twill d. all of these

25. Classification of manufacturing plants falls into which category?

- a. Continuous Process b. Repeat Process c. Non Stop Process
d. Looped Process

26. A circle inside a square denotes which fabric care symbol?

- a. Machine wash b. Ironing c. Tumble dry d. Dry clean

27. Which of the following is a Fashion Magazine?
- a. Elle b. Allure c. GQ d. Estilas- De-Vida
28. A circle denotes which Fabric Care Symbol?
- a. Bleaching b. Drying c. Dry clean d. Washing
29. $MC + OE + P =$
- a. RC b. MP c. RP d. MC
30. Manufacturing Cost includes
- a. Direct Material Cost b. Direct Labour c. Factor Overhead
- d. all of these
31. Expanded form of GSM
- a. Gauge per square metre b. Gram per square metre c. Gram per square material
- d. Gram per standard metre
32. -----samples are produced prior to production.
- a. Production Sample b. Fit Sample c. Pre production Sample
- d. Photo Sample
33. Environmental Certification awarded to specific products
- a. Eco-Label b. Green Label c. Eco-Earth Label d. None of these
34. The three chasing arrow symbolizes
- a. Re cylable materials b. Re cycled materials c. Re cycle Life
- d. Re cycling symbol
35. -----is an Eco-friendly fabric?
- a. Organic Cotton b. Hemp c. Bamboo d. All of these
36. The two primary types of buying offices are
- a. Independent & Store Owned b. Associate & Store Owned
- c. Independent & Associate c. Corporate & Independent

37. Hemp an example for
- a. Natural Fibre
 - b. Artificial Fibre
 - c. Regenerated Fibre
 - d. Eco-friendly Fibre
38. AMC stands for
- a. Associated Merchandising Corporation
 - b. American Merchandise Corporation
 - c. Associate Merchants Corporation
 - d. Associated Merchandisers Committee
39. A line should have a minimum of -----garments.
- a. 6
 - b. 8
 - c.9
 - d.12
40. Eco-friendly Certification
- a. EI Eco-Label
 - b. EC Eco-Label
 - c. EU Eco- Label
 - d. EM Eco-Label
41. Expanded form of FMCG
- a. Fast moving clothing & garments
 - b. Fast moving consumer garments
 - c. Fast moving computer goods
 - d. Fast moving consumer goods.
42. Store owned resident buying offices are divided into-----
- a. 2
 - b. 4
 - c.5
 - d.1
43. Handloom sector is an -----sector.
- a. Organized
 - b. Semi organized
 - c. Un organized
 - d. Fully organized
44. Doneger Group represents over -----
- a. 400 stores
 - b. 200 stores
 - c. 100 stores
 - d. 800 stores
45. Buying office is also called as -----
- a. Importers office
 - b. Buyers office
 - c. Exporters office
 - d. Both a & b
46. Special print order minimums
- a. 6000 yards
 - b. 3000 yards
 - c. 1000 yards
 - d. 8000 yards
47. AMC and Frederick Atkins are examples for-----
- a. Corporate Buying Office
 - b. Independent Buying Office

c. Associated Buying Office

d. Store Owned Buying Office

48. Special solid colour order minimums

a. 3000 yards

b. 100 yards

c. 1000 yards

d. 5000 yards

49. The excess fabric from fashion goods ends up being sold to a -----

a. Jobber

b. Converter

c. Mills

d. None of these

50. -----is a semi organized sector.

a. Handloom

b. Powerloom

c. Mill Sector

d. Textile Sector

51. Vogue is a -----

a. Beauty Magazine

b. Life Style Magazine

c. Fashion Magazine

d. None of these

52. Designers present their collection -----in a year.

a. Once

b. Thrice

c. Twice

d. Six times

53. GDP stands for

a. Gross Domestic Product

b. Government Development Programme

c. Gross Domestic Programme

c. Garment Development Programme

54. -----is a famous Fashion Magazine.

a. Vogue

b. Allure

c. Image

d. All of these

55. The term bio de-gradable stands for

a. Man made fabrics

b. Eco-friendly fabrics

c. Regenerated fabrics

d. Synthetic fabrics

56. -----is a famous fashion forecasting agency.

a. Peelers

b. Promostyle

c. Hi-Eddkoort

d. All of these

57. Materials used for care labels

a. Satin

b. Taffela

c. Twill ribbon

d. All of these

58. Imported goods require
- a. Longer lead time
 - b. Shorter lead time
 - c. Minimum lead time
 - d. No lead time
59. -----denotes number of needles per inch in a knitting machine
- a. Gange
 - b. Gauge
 - c. Greige
 - d. Crimp
60. Harper's Bazar is a
- a. Fashion Magazine
 - b. Life Style Magazine
 - c. Professional and Trade Magazine
 - d. Trade Magazine
61. A buying house is authorized as an office of the
- a. Exporter
 - b. Importer
 - c. Retailer
 - d. Manufacturer
62. A triangle care label indicates which symbol?
- a. Bleaching
 - b. No bleach
 - c. Non chlorine bleach
 - d. Any bleach
63. -----is an Environmental Certification awarded to specific products.
- a. Green Name
 - b. Green labeling
 - c. Eco Label
 - d. Both b & C
64. -----is an example for eco-friendly fabrics.
- a. Cotton
 - b. Organic wool
 - c. Nylon
 - d. Hemp
- 65 An iron box symbol with 2 dots inside denotes a -----temperature.
- a. Low
 - b. High
 - c. Medium
 - d. No temperature
66. HLCC stands for-----
- a. Home Laundry Council Committee
 - b. Home Laundry Council of Clothes
 - c. Home Laundry and Consultative Council
 - d. Home Laundering Cloth Council
67. Ramie when wet is 8 times stronger than -----
- a. Hemp
 - b. Cotton
 - c. Jute
 - d. Silk
68. -----is the costing done for the future reference of the firm.
- a. Forward Costing
 - b. Direct Costing
 - c. Backward Costing
 - d. Absorption Costing

69. -----are samples produced prior to production.
- a. Counter Sample b. Size Set Sample c. Revised Sample d. Pre production Sample
70. -----is a fully organized sector.
- a. Mill Sector b. Sunset Industry c. Powerloom Sector d. Handloom Sector
- 71-----is the total duration of time from placing an order to the delivery of goods.
- a. Led time b. Leed time c. Lead time d. Finish time
- 72 L/C stand for
- a. Letter of Credit b. Letter against Cancellation c. Letter for Credit
d. Letter of Communication
73. The modes of transport are broadly divided into -----categories.
- a. 2 b. 4 c.3 d.6
74. -----means a charge paid for carriage or transportation of good by air, land or sea.
- a. 70B b. Freight c. Tax d. Quota
75. The -----is the Agency Distributing and Administering Apparel Quotas.
- a. Apparel Promotion Council b. Export Promotion Council c. Textile Promotion Council
d. Import Promotion Council
76. -----are quotas where the restriction is placed on the imports with no restrictions to source.
- a. Bilateral Quota b. Unilateral Quota c. Multilateral Quota d. Tariff Quotas
77. AEPC stands for
- a. All Export Promoters Council b. Apparel Export Promotion Council
c. Apparel Entitlement Promotion Council d. Apparel Export Promoters Committee
78. -----is an official document to carry goods to the set destination.
- a. Letter of Credit b. Bill of Lading c. Certificate of origin d. Airway Bill

79. -----is required by the custom authority of the importing country for the purpose of imposing import duty.
- a. Certificate of Origin b. Airway Bill c. Insurance Policy
- d. Inspection Certificate
80. Item manufacturers are often -----that make direct copies of other manufacturer's garments.
- a. Item Houses b. Knockoff Houses c. Buying Houses d. Manufacturers
81. A-----Fabric Board should be about 20 by 30 inches.
- a. Sportswear b. Casual Wear c. Formal Wear d. Traditional Wear
82. -----total time required to complete one unit of a product or service.
- a. Lead Time b. Processing Time c. Finishing Time d. End Time
83. -----is the total amount of money required to produce or to make a product.
- a. Price b. Cost c. Expenditure d. Both a & b
84. Costing can be divided into -----types.
- a. 1 b.4 c.6 d.2
- 85 -----is the selling cost of a product.
- a. Price b. Cost c. Tax d. Quota
86. $RC + OE + P =$
- a. MP b. RP c. MC d. OC
87. GEEP stands for
- a. Garment Export Entitlement Policy b. Government Export Entitlement Policy
- c. Garment Export Election Policy d. Government Exporters Export Policy
88. The Government allots the quotas for all the registered exporters on the basis of
- a. Garment Export Election policy b. Garment Export Entitlement Policy
- c. Garment Allotment Policy d. Garment Export Policy

- 89 -----are quotas set by a country without previous consultation or negotiation with others.
- a. Bilateral Quota b. Tariff Quota c. Multilateral Quota d. Unilateral Quota
90. -----is the result of an agreement between the buyers' country and the suppliers' country.
- a. Bilateral Quota b. Multilateral Quota c. Unilateral Quota d. Tariff Quota
- 91 -----% of the total allocation is given to exporters as per the non-quota entitlement system.
- a. 10% b. 8% c.5% d.1%
92. NIS was aimed for modernizing the -----
- a. Textile Industry b. Garment Industry c. Wovens d. Knits
93. NQE stands for
- a. New Quota Entitlement b. Non Quota Entitlement
- c. New Investors Quota Entitlement d. No Quota Exporters
94. Open Stock Fabric is usually available with smaller minimums than
- a. Knock-off b. Custom made Fabric c. Special Order Fabric d. Both b&c
95. Open Stock Fabrics are usually available with -----than Custom or Special Order Fabric.
- a. Minimums b. Smaller Minimums c. Order Minimums d. Quicker delivery
96. -----is calculated after the whole process of production is done.
- a. Forward Costing b. Direct Costing c. Backward Costing d. Absorption Costing
97. The fashion shows are presented -----a year and one season ahead.
- a. Thrice b. Once c. Twice d. Four
98. -----costing helps to calculate the amount of profit or loss.
- a. Backward Costing b. Absorption Costing c. Forward Costing
- d. Direct Costing
99. -----is the representation of a lot.
- a. Batch b. Sample c. Garment d. Size Set

100. -----provide important details to ensure the correct execution of garment patterns into finished garments.
- a. Order Sheet b. Stitch Order Sheet c. Specification Sheet
d. Garment Detail Sheet
101. -----helps to produce accurate samples.
- a. Construction Notes b. Specification Sheet c. Order Sheet
d. Detailed Technical Sheets
102. -----is a link between a manufacturer and buyer.
- a. Export House b. Exporters c. Buying House d. Buyers
103. -----materials have shorter lead times and are lower priced.
- a. Custom made b. Open Stock c. Special Order d. Designer Prints
- 104 -----begins with 1st receipt of a customer order and ends with the customer receipt of the product.
- a. Quota b. Tariff c. Head time d. Duty
105. -----is the process of determining the cost of producing each style in a product line.
- a. Costing b. Pricing c. Cost d. Price
106. -----is a proof that goods have been shipped on board.
- a. Certificate of Origin b. Bill of Grading c. Airway Bill d. Draft
107. The -----is the agency distributing and administering apparel quotas.
- a. APC b. EPC c. TPC d. CPC
108. -----has quotas on '9' garments
- a. Canada b. European Union c. Norway d. US
109. EPC stands for
- a. Export Promoters Council b. Elective Promotion Council
c. Export Promotion Council d. Export Public Council

110. The European Union imposes quota on -----categories.
- a. 10 b. 8 c.15 d.5
111. -----are applied to imports that are threatening to damage the domestic industry of the importing country.
- a. Tariff b. Duty c. Tax d. Quota
112. ATC stands for
- a. All taxes on clothing b. Agreement on Textiles and Clothing
- c. Agreement on Tax and Certificate of Origin d. All Terms and Conditions
113. -----means articles for sale.
- a. Merchandise b. Merchandiser c. Merchant d. Merchandising
114. -----are the actual samples received from the buyers or buying office.
- a. Proto Sample b. Size Set Sample c. Original Sample d. Photo Sample
115. DTM stands for
- a. Dye to match b. Dyed textile material c. Dyeing to match
- d. Dyed to match materials
116. FCFS stands for
- a. First Come Firstly Served b. First Come First Served
- c. Firstly Common First Served d. Fast Come Fastly Served
117. Merchandising is the word derived from the word
- a. Merchandiser b. Merchant c. Merchants d. Merchandise
118. -----are samples kept for future reference purpose.
- a. Counter Sample b. Fit Sample c. Proto Sample d. Revised Sample
119. -----Department should be at the profit for the growth of the firm.
- a. Export b. Merchandising c. Marketing d. Finance

120. The -----have an indirect control on all the apparel departments of a firm.
- a. Merchant b. Merchandise c. Merchandiser d. Merchandising
121. A -----is authorized as an office of the importer.
- a. Buying House b. Buyers c. Buying Agency d. Importers
122. It is the -----department's duty to book the shipping space in prior.
- a. Marketing Department b. Export Department c. Finance Department
- d. Merchandise Department
123. Buying Office is a link between a ----- and a buyer.
- a. Exporter b. Manufacturer c. Importer d. Retailers
124. A Commissionaire is the foreign equivalent of an -----
- a. American Buying Office b. Canadian Buying Office c. Buying House
- d. International Buying Office
125. A water tub with 2 dots indicates
- a. Warm b. Hot c. Cold d. Normal
126. All specs are in -----format.
- a. MS Word b. Excel c. MS Windows d. Green Sheet
127. A square indicates -----instructions.
- a. Washing b. Ironing c. Drying d. Tumble dry
128. PPF stands for
- a. Past Performance Entitlement b. Present Performance Entitlement
- b. Past Performer Entitlement d. Past Period Exporter
129. Elle is a -----Magazine.
- a. Life Style b. Fashion c. Consumer d. Trade
130. -----speaks about the details of the fabric.
- a. Trim Card b. Swatch Card c. Fabric Card d. Textile Card

131. D/A stands for
- a. Document of arrangement
 - b. Document against acceptance
 - c. Document of acceptance
 - d. Document of alignment
132. The guarantee given by the buyer's bank?
- a. Letter of Credit
 - b. Document against payment
 - c. Bill of Lading
 - d. FOB
133. The technical term for L/C
- a. Document of Origin
 - b. Documentary Credit
 - c. Document against acceptance
 - d. Document of Credit
134. D/P stands for
- a. Document against payment
 - b. Document for paid goods
 - c. Document for porting
 - d. Document for importing
135. A square with 3 vertical lines indicates-----
- a. Trip dry
 - b. Dry flat
 - c. Drip dry
 - d. Line dry
136. The -----is the person who channels the creativity of the designer and the designers staff.
- a. QC
 - b. Buyer
 - c. Merchandiser
 - d. Exporter
137. A sample made to see the fit, shape, placement of accessories is called-----
- a. Revised Sample
 - b. Fit Sample
 - c. Size Set Sample
 - d. Photo Sample
138. -----quotes are non-transferable.
- a. NIS quotas
 - b. FCFS quotas
 - c. PPE quota
 - d. NES quotas
139. The Export Promotion Council is the agency for distributing and administering ----- quotas.
- a. Apparel
 - b. Textile
 - c. Garment
 - d. Clothing

140. Multilateral quota is also called-----quota.
- a. Unilateral b. Mixed c. Combined d. Fixed
141. Letter of credit are used primarily in-----trade.
- a. External b. Internal c. International d. National
142. The -----sector provides employment to 12.5 million people.
- a. Powerloom b. Handloom c. Mill Sector d. Textile
143. -----is an embodiment of design which ensures customer satisfaction.
- a. Finish b. Property c. Texture d. Quality
144. The printed samples are called as -----
- a. Strike off b. Solids c. Prints d. Plains
145. -----is a documentary evidence of an Export Contract between a buyer and a supplier.
- a. CM b. P O Sheet c. Sample Order Sheet d. CMT Sheet
146. Handloom sector provides employment to -----million people.
- a. 20.5 b. 18.5 c. 12.5 d.11.5
147. -----is the representation of a lot.
- a. Sample b. Proto Sample c. Original d. Counter Sample
148. Organic cotton is a -----fabric.
- a. EV Certified b. Eco-friendly c. Naturaly dyed d. Geo
149. Fashion Publication are of -----types.
- a. 6 b. 3 c.2 d.4
150. -----is the smoothness or fineness of fabric
- a. Hand b. Feel c. Smooth d.Both a & b

Answer Key

1. B 2.A 3.C 4.B 5.A 6.D 7.A 8.B 9.D 10.B 11.A 12.D 13.B
14.C 15.B 16.A 17.B 18.C 19.A 20.A 21.C 22.B 23.B 24.D 25.A
26. C 27.A 28.C 29.B 30.D 31.B 32.C 33.B 34.A 35.D 36.A 37.D
38.A 39.B 40.C 41.D 42.A 43.C 44.D 45.D 46.A 47.B 48.D 49.A
50.B 51.C 52.C 53.A 54.A 55.B 56.D 57.B 58.A 59.B 60.A
61.B 62.D 63.D 64.D 65.C 66.C 67.B 68.A 69.D 70.A 71.C
72.A 73.C 74.B 75.B 76.C 77.B 78.B 79.A 80.B 81.A 82.A 83.B
84.D 85.A 86.B 87.A 88.B 89.D 90.A 91.C 92.B 93.B 94.D 95.B
96.C 97.C 98.A 99.B 100.C 101.B 102.C 103.B 104.C 105.A 106.B 107.B
108.A 109.C 110.A 111.D 112.B 113.A 114.C 115.A 116.B 117.B 118.A
119.D 120.C 121.A 122.B 123.B 124.A 125.A 126.B 127.C 128.A 129.B 130.
131.B 132.A 133.B 134.A 135.C 136.C 137.B 138.B 139.A 140.B 141.C 142.B
143.D 144.A 145.B 146.C 147.A 148.B 149.D 150.D

