

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

DEPARTMENT OF TEXTILE TECHNOLOGY
END OF SEMESTER EXAMINATIONS JUNE 2004
TEXTILE MARKETING TXT 4235
TIME: 3 HOURS

INSTRUCTIONS

Answer **ALL** questions from Section A and **ANY 4** from section B. Section A carries 40 marks and each question in section B carries 20 marks. Allocate 60 minutes to section A and 120 minutes to section B.

SECTION A

Answer **ALL** questions in this section.

1. Define textiles in both its two meanings and state at least five categories into which textiles can be classified. (5 marks)
2. (a) Mention 3 materials involved in the manufacture of textiles.(2 marks)
(b) What are some of the key components involved in marketing trends appreciation? (3 marks)
3. (a) Briefly describe what impacts on the marketing of textiles and clothing. (2 marks)
(b) What percentage (%) of total fibre usage do polyester and cotton each account for. (3 marks)
4. (a) Name at least four differential characteristics of fabrics. (2 marks)
(b) State what the meeting point for all actors in the textiles supply chain is and why. (3 marks)
5. Discuss what the significance of fabric stories is in textiles marketing and in what sense. (5 marks)
6. (a) What are the critical attributes of the fabric stories concept. (3 marks)
(b) How long a time of planning does it take before a range reaches the “high street”. (2 marks)
7. (a) What are the 4 major ingredients of a recipe for success in textiles and apparel marketing. (3 marks)

- (b) State 4 main modes used in the promotion of textiles and apparel. (2 marks)
8. Draw schematic representation of fibre-textile-apparel-retail (FTAR) value chain. (5 marks)

SECTION B

Answer only three questions in this section

1. (a) Define “Quick Response” and state its objective in the marketing of textiles and apparel. (10 marks)
- (b) Name the three types of brands prevalent in textiles and apparel marketing and detail the core objective of each one of them. (10 marks)
2. (a) State the advantages of own label goods. (5 marks)
- (b) Describe what “Relationship Marketing” is, and give an example of its use in the not-so distant past. (10 marks)
- (c) What are the current key trends in textiles and apparel marketing (5 marks)
3. (a) What are the projected future trends in textiles and apparel marketing.
- (b) What are the four generic marketing approaches/options available for facilitating brand growth and the tactics, which enable this to occur. (10 marks)
4. (a) When does the “Agreement on Textiles and Clothing” (ATC) come to an end and what provisions apply during its phase out. (10 marks)
- (b) State the major implications of the demise of ATC for developing economies. (10 marks)
5. (a) Define branding in the textile and clothing supply chain and state who benefits from branded products. (5 marks)
- (b) What is the role of Electronic Data Inter change (EDI) in quick response. (10 marks)
- (c) Describe the benefits to the retailer that result from the introduction of Quick Response into their way of doing business.

END OF QUESTION PAPER
