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**B.A. IN APPAREL DESIGN AND
MERCHANDISING (BAADM)**

Term-End Examination

December, 2013

**BFM-042 : BASICS OF APPAREL
MERCHANDISING**

Time : 3 hours

Maximum Marks : 100

Note : Answer any five questions.

All questions carry equal marks.

1. What is non-store retailing ? Please explain why it is rapidly gaining importance. 20

2. Differentiate between the followings :
 - (a) Speciality store and department store. 7
 - (b) Independent buying office and store owned buying office. 7
 - (c) Buying line and store line 6

3. Explain in detail the roles and responsibilities of an export merchant. 20

4. (a) What are the advantages and disadvantages of buying merchandise from overseas ? 10
(b) What is a franchise ? List its merits and demerits. 10

5. (a) How do discount stores function at such low prices and sustain themselves ? 10
- (b) Describe the various sub-teams of the buying team. 10
6. (a) What is the role of a buying office ? 10
- (b) Describe the major product categories in the women's wear apparel segment. 10
7. (a) What are the different types of buying offices ? 10
- (b) How do retail seasons affect merchandise planning ? 10
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