

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

Term-End Examination

December, 2013

BFM-050 : APPAREL EXPORT MERCHANDISING

Time : 3 hours

Maximum Marks : 100

Note : Attempt any five questions.

1. What is the role of a merchandiser in product development? How are the activities of a product development merchandiser different from that of a production merchandiser? **20**
2. "The essence of good merchandising in an export organisation is coordination, communication and follow up". Elaborate on this statement with focus on merchandising linkage with other departments in an export organisation. **20**
3. What are the components of Bill Of Material Sheet (BOM) in a techpack? What are the additional elements that a merchandiser must incorporate in the BOM that is to be used by the factory for it's internal fabric and trim ordering ? **20**

4. What is the importance of planning in an export order processing cycle ? What are the critical components that the merchandiser must include in his or her TandA planning for an export order ? 20
 5. What are the key elements that a merchandiser must incorporate in costing of a garment for exports? 20
 6. Discuss the relevance of modern day merchandising concepts of ERP and CRM. 20
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