

**BACHELOR OF ARTS  
(FASHION MERCHANDISING AND  
PRODUCTION) (BAFMP)**

**Term-End Examination  
December, 2013**

**BFD-006 : BASIC MERCHANDISING-I**

*Time : 3 hours*

*Maximum Marks : 100*

*(Weightage : 60%)*

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*Note : All questions are compulsory.*

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1. Explain the global out sourcing scenario and various parties involved in apparel out sourcing. **25**
2. Define "buyer". Define types of buyers and their roles. **20**
3. What is the definition of a merchandiser ? **10**
4. What are the responsibilities of :
  - (a) Product sourcing merchander **5**
  - (b) Visual merchandiser **5**
  - (c) Retail merchandiser **5**
  - (d) Buyer merchandiser **5**(Attempt all)
5. What are the different organisations involved in Export of apparels ? Explain the structure of two. **25**