

**B.A. IN FASHION MERCHANDISING AND
PRODUCTION(BAFMP)**

Term-End Examination

December, 2013

BFD-036 : MERCHANDISING PROCESS

Time : 3 hours

Maximum Marks : 100

Note : *Attempt all questions.*

1. Explain the organization structures involved in apparel exports. 30
2. What is the difference between an apparel buying office and Liaison office ? 20
3. What are the pre-production sampling steps in merchandising for apparels ? 25
4. List down the documents required for merchandise interface. 15
5. An apparel manufacturing export house plans the samples for development for a new season. Explain what input should they be looking for ? 10