

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

**Term-End Examination
December, 2012**

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

Time : 3 hours

Maximum Marks : 100

Note : Attempt any five questions.

1. What is retail merchandising ? Elaborate on the role of a retail merchandiser as a buyer, planner, distributor and product developer. 20
2. Elaborate on the roles and responsibilities performed by a merchandiser in a manufacturing organisation. 20
3. What is a discount store ? Briefly explain the different formats and types of discount stores that exist in the US and European retail market. 20
4. Indian apparel and textile exporters are facing challenging times. Critically analyse this statement and do a SWOT analysis of the Indian textile and apparel export industry. 20

5. What are the major product categories in the menswear apparel market ? Explain the same detailing product classification and items under each category. 20
6. What is a buying office ? What are the major types of buying offices. Explain giving examples of each type. 20
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