

00477

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

Term-End Examination

December, 2012

BFM-050 : APPAREL EXPORT MERCHANDISING

Time : 3 hours

Maximum Marks : 100

Note : Answer any five questions.

All questions carry equal marks.

-
1. (a) What will a merchandiser do immediately on receipt of the PO ? 10
 - (b) What is an LC ? What should a merchant check in an LC ? 10
 2. What is 'Buying Cycle' ? Explain the buying cycle in detail. 20
 3. (a) State the components of a complete tech pack. 10
 - (b) What is a BOM ? Explain its purpose and usage. 10

4. What is the merchandiser's role in production planning and control ? 20
5. Discuss the future of merchandising with respect to technological advances. 20
6. (a) What are the criteria for selecting a supplier ? 10
- (b) What is the merchants role in the sourcing process ? 10
7. Make a TNA (Time and Action Calendar) for a yarn dyed shirt based on the following details : 20
- fabric lead time - 45 days
 - trim lead time - 30 days
 - production lead time - 30 days
 - 3 fit rounds
 - shipping mode - Air
 - delivery date - 30 September 2012
-