

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

Term-End Examination

December, 2012

BFD-006 : BASIC MERCHANDISING-I

Time : 3 hours

Maximum Marks : 100

(Weightage : 60%)

Note : All questions are compulsory.

1. Explain the 'Retail and 'Visual merchandiser. 25

OR

Explain the 'Fashion' and 'Buyer' merchandiser.

2. Explain about the 'Product and Sourcing' merchandiser. 20

OR

What is 'Product Development' ?

3. What are the roles and responsibilities of merchandiser ? 25

OR

Explain the Globalization and sourcing in detail.

4. Explain the following (*any four*) $7.5+7.5+7.5+7.5=30$
- (a) Consumer Buyer
 - (b) Business Buyer
 - (c) Direct Buyer
 - (d) Buying Agent
 - (e) Liaison Office
 - (f) Mail Catalogue Buyer
-