

**BACHELOR OF ARTS  
(FASHION DESIGN)/(FASHION  
MERCHANDISING AND PRODUCTION)  
(BAFD/BAFMP)**

**Term-End Examination**

**December, 2012**

**BFD-011 : BASIC MERCHANDISING-II**

*Time : 3 hours*

*Maximum Marks : 100*

*Note : Attempt all questions.*

1. Explain *any two* with functions : 12.5+12.5=25
  - (a) Direct Buying
  - (b) Buying Agency Office
  - (c) Liasion Office
  
2. Explain *any five* : 5x5=25
  - (a) Bill of Materials
  - (b) Sourcing
  - (c) Vendors
  - (d) Textile Fairs
  - (e) Follow Up
  - (f) Trade Publications and Journals
  
3. Define merchandise and merchandising in 25  
context of production interface.

4. Explain the role and responsibilities of a merchandiser. 25

OR

Explain retailing and buying seasons and their significance in product planning.

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