

**B.A. IN FASHION MERCHANDISING AND
PRODUCTION**

Term-End Examination

December, 2012

BFD-036 : MERCHANDISING PROCESS

Time : 3 hours

Maximum Marks : 100

Note : All questions are compulsory.

1. What is merchandising process ? Explain. 10
2. What are the roles and responsibilities of a merchandiser ? Explain. 25
3. What is the difference between size ret and pre production sample. 15
4. Explain pre-production system for merchandising. 20
5. What is the role of a merchandiser in production ? 15
6. What is the difference between fit sample and photo shoot sample. 15