

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

Term-End Examination

December, 2014

BFD-011 : BASIC MERCHANDISING-II

Time : 3 hours

Maximum Marks : 100

Note : All questions are compulsory.

1. Write down advantages and disadvantages of vertical set-up co-ordination. 15
2. Explain different points of Business Knowledge required by the Merchandiser. 15
3. What are the useful industry information sources for a merchandiser ? Briefly explain each of them. 15
4. Explain basic qualification required for a merchandiser. 15
5. What are the different roles involved in the supply chain and their responsibilities ? 15
6. Write short notes on (any five) 5x5=25
 - (a) Range Planning
 - (b) Fabric and Garment sourcing
 - (c) Shopping Exercise
 - (d) Final range and Bulk production
 - (e) Bulk production and Delivery
 - (f) Product development for Production