

00335

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

Term-End Examination.

June, 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 is a PO ? Describe its importance . 10
(b) What information should a PO contain ? 10

2. Explain the organisational structure of an export house with special reference to merchandising team. 20

3. (a) What is a tech pack ? Explain its usage. 10
(b) What is garment cost ? What are the elements of garment cost ? 10

4. Discuss future of merchandising with respect to technological advances. 20
 5. Explain all the steps of sourcing process of apparel. 20
 6. What is the merchandisers role in product development ? 20
 7. Make a TNA (Time and Action Calendar) for a yarn dyed shirt based on following details :- 20
 - Fabric lead time - 45 days
 - Trim lead time - 30 days
 - Production lead time - 30 days
 - 3 fit rounds
 - Shipping mode - sea
 - Delivery date - 30 Sept. 2012.
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