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

**Term-End Examination
June, 2012**

BFD-006 : BASIC MERCHANDISING-I

Time : 3 hours

Maximum Marks : 100

(Weightage : 60%)

Note : All questions are compulsory.

1. How does a business of fashion happen ? 30

OR

Write down any fifteen apparel terminology.

2. What is the sourcing process ? Explain in detail 35
with its features

OR

What are buying competencies ? Explain

3. What are the ways of contacting buyers ? Explain. 15

4. Write down different types of merchandisers. 20