

00645

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

Term-End Examination

June, 2012

BFD-011 : BASIC MERCHANDISING-II

Time : 3 hours

Maximum Marks : 100

Note : Attempt all questions.

1. Why is Communication Skills perceived to be the parallel activity which goes along with other activities for a Merchandiser ? Explain Internal and External Communication in detail. 15
2. What do you understand by seasons and what is its importance for a merchandiser ? 15
3. What are the different phases in the Buying Cycle ? Explain in detail. 15
4. Write the Prime responsibility of the following Professionals : 15
 - (a) Fitting Analyst
 - (b) Retail Buyers
 - (c) Quality Control Executives

5. What are the three different concepts involved in grouping the merchandise ? Explain in detail. **10**
6. Write down the important characters of the following Fashion Centres : **15**
- (a) Paris
 - (b) Milan
 - (c) London
7. List down the guidelines for finalizing the range - planning. Explain Pre selection/Price Negotiation with the suppliers. **15**
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