

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

**Term-End Examination**

**June, 2013**

**BFM-042 : BASICS OF APPAREL  
MERCHANDISING**

*Time : 3 hours*

*Maximum Marks : 100*

*Note : Answer any five questions.*

*All questions carry equal marks.*

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| 1. | Write down the SWOT analysis of the Indian garment industry.             | 20 |
| 2. | (a) Define merchandising.  | 5  |
|    | (b) How do you classify merchandise based on amount of style variation ? | 10 |
|    | (c) What is a convenience store ?  | 5  |
| 3. | Explain the buying cycle in detail.                                      | 20 |
| 4. | Differentiate between the following :                                    |    |
|    | (a) Chain store and franchise  | 7  |
|    | (b) Competitive and directional shopping                                 | 7  |
|    | (c) Buying line and store line   | 6  |

5. Describe the organisational structure of an export house and explain the major roles and responsibilities of each department. 20
6. (a) What are the roles and functions of a buying office ? 10  
(b) How do retail seasons impact merchandise planning ? 10
7. (a) What are the qualities of a good buyer ? 10  
(b) Explain the following terms : 5x2=10  
(i) Strike-off  
(ii) Pre-production meeting
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