

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

Term-End Examination

June, 2013

BFD-006 : BASIC MERCHANDISING-I

Time : 3 hours

Maximum Marks : 100

(Weightage : 60%)

Note : All questions are compulsory.

1. Define merchandising. 20
2. Types of merchandisers and their roles. 20
3. Define a buyer. 20
4. Types of buyers and their roles. 20
5. What are the different organisations involved in Export of Apparels ? Explain the structure of two. 20