

00372

**B.A. IN FASHION MERCHANDISING AND  
PRODUCTION(BAFMP)**

**Term-End Examination**

**June, 2014**

**BFD-036 : MERCHANDISING PROCESS**

*Time : 3 hours*

*Maximum Marks : 100*

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*Note : Attempt all questions.*

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1. Explain the organizational structure of an Apparel Buying Agency and describe the 5 departments in details. **30**
  2. Write down all the steps for pre-production systems required for merchandising. **30**
  3. Design a merchandise plan for a season for a children wear brand : 15 product categories. **20**
  4. Explain the various production systems followed in an Export Manufacturing unit for Apparels. **20**
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