

**B.Sc. FASHION LEATHER ACCESSORY
DESIGN (BSCFLAD)**

Term-End Examination

June, 2017

00484

**BFR-030 : MERCHANDISING AND IMPORT-EXPORT
MANAGEMENT**

Time : 3 hours

Maximum Marks : 70

Note : *In Section A, attempt questions as per instructions.
In Section B, attempt any **five** questions. In
Section C, attempt any **one** question.*

SECTION A

1. Write short notes on any **four** of the following : $4 \times 5 = 20$
- (a) WTO (World Trade Organization)
 - (b) UCP 600
 - (c) Marine Insurance
 - (d) Custom Clearance
 - (e) Duty Drawback

SECTION B

Attempt any **five** of the following : 5×6=30

2. Differentiate between Packing and Packaging.
3. What do you understand by Vendor Management and Vendor Negotiation ? Explain.
4. Define and distinguish between Marketing and Merchandising.
5. Discuss various ways of classifying merchandise.
6. What do you understand by Product Compatibility ? Explain with suitable example.
7. Elaborate on Product Orientation with suitable example.

SECTION C

Attempt any **one** of the following :

1×20=20

8. Discuss the types of Export Risks. Explain the techniques to control or manage export risks.
 9. Describe various categories of Merchandise plans.
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