

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

Term-End Examination

December, 2011

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

Time : 3 hours

Maximum Marks : 100

Note : Attempt any 5 questions.

1. What is merchandising ? Differentiate between product merchandising and visual merchandising ? 20
2. What are the roles and responsibilities of a merchandiser ? Differentiate between the roles and responsibilities of an export house merchandiser and a buying house merchandiser ? 20
3. What do you understand by "Export House" ? Draw an example of organisational structure of an export house and explain the major roles and responsibilities of each department. 20
4. What are the major product categories in the women's wear apparel segment ? Elaborate on the same explaining the product classification of 4 items under each category. 20

5. How does a speciality store differ from a departmental store ? Explain giving examples. 20
6. What are the role and responsibilities of a buying office ? What is the difference between a buying office and a liasion office ? 20
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