

00903

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

**Term-End Examination
December, 2011**

BFD-006 : BASIC MERCHANDISING-I

Time : 3 hours

Maximum Marks : 100

(Weightage : 60%)

Note : *Attempt all questions.*

1. Explain how has globalisation Lead to outsourcing and sourcing ? List three preferred countries for sourcing. 15
2. What is merchandising and what is the profile of today's merchandiser ? 15
3. What are the key strengths of the merchandiser ? 10
What is a time and Action Calender ?
4. What are the eight traits of a merchandiser ? 10

5. Create a want advertisement for : 20
- A retail merchandiser
 - A visual merchandiser
 - A fashion merchandiser
 - A buyer merchandiser
 - A product and sourcing merchandiser
6. Explain using a grid, how does the merchandising process work ? And the parties involved as well as their job responsibilities ? 30
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