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

Term-End Examination

December, 2011

BFD-011 : BASIC MERCHANDISING-II

Time : 3 hours

Maximum Marks : 100

Note : *Attempt all questions.*

1. What are the different phases in the buying cycle ? Explain any three in detail. 20
2. What are the important traits of a merchandiser ? Explain in detail. 10
3. Explain the following roles of a merchandiser : 10
 - (a) Sourcing Specialists.
 - (b) Visual Merchandisers.
4. What is range planning ? Why is Pre - selection/ Price Negotiation necessary with the suppliers ? 20

5. List the important Fashion Market Centers of the world. Explain the important characters of any two Fashion Market Centers. 15
6. What is the importance of seasons for a Merchandiser ? 10
7. Explain the different information sources useful for the Merchandiser : 15
- (a) Fashion shows/weeks.
 - (b) Industrial Trade Fairs.
 - (c) Events, seminars and conferences.
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