

**B.A. IN FASHION MERCHANDISING AND
PRODUCTION**

Term-End Examination

June, 2011

BFD-036 : MERCHANDISING PROCESS

Time : 3 hours

Maximum Marks : 100

Note : Attempt all questions.

1. Explain *any five* in sampling : 5x5=25
 - (a) Development sample
 - (b) Photo shoot sample
 - (c) First fit sample
 - (d) Size set
 - (e) Pre-Production sample
 - (f) Reference sample

2. Design a Time and Action Calendar for an order 25
placed for solid long sleeves mens shirt order date
3/6 delivery date 3/9

3. List down and explain all the steps of pre-production system for merchandising. 30

4. How will you plan a seasonal range for a men's wear brand ? Name the product categories. 20

OR

How will you plan a seasonal range for a women's wear brand ? Name the product categories.
