

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

**Term-End Examination**

**December, 2013**

**BFD-011 : BASIC MERCHANDISING-II**

*Time : 3 hours*

*Maximum Marks : 100*

*Note : All questions are compulsory.*

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1. What is fashion cycle ? Explain the different stages involved. 15
  2. Explain merchandisable product and size range. 15
  3. What communication skills are required for merchandiser ? Explain internal and external communication in detail. 25
  4. Write down different levels of co-ordination. Describe in detail. 25
  5. Write Brief note on Wills India fashion week or Lakme fashion week. 10
  6. Describe sourcing destinations and how decisions are taken for sourcing. 10
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