

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

Term-End Examination

December, 2014

BFD-006 : BASIC MERCHANDISING-I

Time : 3 hours

Maximum Marks : 100

(Weightage : 60%)

Note : Attempt any five questions.

1. What are merchandising processes ? Explain the complete process flow by using a grid. 20
2. What is specification sheet ? Describe all the details mentioned on specification sheet and who makes this sheet ? 20
3. What is sourcing ? How has globalization led to outsourcing and sourcing ? Briefly explain the preferred countries for sourcing. 20
4. What are the traits of a merchandiser ? Explain all the traits in detail. 20
5. What is Time and Action (T&A) calendar and who makes it ? What are the different profiles of a merchandiser ? Explain in detail. 20

6. What kind of technical knowledge should a merchandiser have ? Explain all the areas required. 20
7. Write short notes on the following : 4x5=20
- (a) P.O. (Purchase Order)
 - (b) Style Sheet
 - (c) Sourcing and Outsourcing
 - (d) Bill of Material (BOM)
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