

**B.Sc. FASHION LEATHER ACCESSORY
DESIGN (BSCFLAD)**

Term-End Examination

00680

December, 2017

**BFR-030 : MERCHANDISING AND IMPORT-EXPORT
MANAGEMENT**

Time : 3 hours

Maximum Marks : 70

*Note : In Section A, attempt questions as per instructions.
In Section B, attempt any five questions. In
Section C, attempt any one question.*

SECTION A

1. Write short notes on any *four* of the following :

4×5=20

- (a) Merchandise Calendar
- (b) Product Costing
- (c) SKU
- (d) Merchandise Planning
- (e) ICC

SECTION B

Attempt any five of the following questions :

5×6=30

- 2. Distinguish between Product Development and Product Sourcing with examples.**
- 3. Describe Buying Cycle in detail.**
- 4. What do you understand by preshipment finance ? Explain.**
- 5. Explain different assortment dimensions in retail merchandising.**
- 6. Describe the foreign trade policy of India.**
- 7. Elaborate Bill of Exchange in detail.**

SECTION C

Attempt any one of the following questions : **1×20=20**

- 8. Explain all the components of Range Structure Planning.**

 - 9. Discuss the basic needs of international trade in detail.**
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