

**B.A. IN APPAREL DESIGN AND
MERCHANDISING (BAADM)**

Term-End Examination

June, 2013

BFM-050 : APPAREL EXPORT MERCHANDISING

Time : 3 hours

Maximum Marks : 100

Note : (i) Attempt any five questions.

(ii) Questions no. 4 is compulsory and attempt any four from the rest.

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1. What is the role of a merchandiser in an export manufacturing unit ? How are the roles and responsibilities different from that of a buying house merchandiser ? 20

 2. What are the elements of a PO ? Why is it important for a merchandiser to carefully examine all the elements of a PO ? 20

 3. What is a techpack ? What are the components of a techpack that the merchandiser must carefully scrutinise before transferring it to the sampling department ? 20

4. A buyer confirms an order of 10,000 shirts to a manufacturer with the following parameters : 20

- Fabric is from China with a lead time of 45 days.
- Fabric to be shipped by sea.
- Factory is in Gurgaon.
- Trims lead time is 15 days and trims to be aired from Hongkong.
- Factory capacity is 1000 pieces/day

What is the earliest ex-factory that the manufacturer /exporter can offer to the buyer if the order is confirmed on 1st SEPTEMBER, 2012 ?

5. What are the parameters that a merchandiser must evaluate before choosing a fabric supplier ? Discuss. 20

6. Explain the concept and importance of Supply Chain Management for efficient export order processing. 20
