

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

**Term-End Examination**

**June, 2013**

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

*Time : 3 hours*

*Maximum Marks : 100*

*Note : Attempt all questions.*

1. Elaborate the knowledge required by a merchandiser for smooth functioning of its organisation. 25

**OR**

Enumerate different merchandisable products and size range available.

2. Explain the different phases involved in buying cycle. 10
3. Explain the range planning phase in details. 10
4. Define garment buyers. Explain in ten sentences. 15
5. List five skills required to be a competent buyer. 15

6. Explain *any five* :

5x5=25

- (a) Vendors
  - (b) Time and Action plan
  - (c) Bill of Materials
  - (d) Textile Fairs
  - (e) Trims and Accessories
  - (f) Trade publication and journals
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