

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

**Term-End Examination**

**June, 2014**

**BFM-050 : APPAREL EXPORT MERCHANDISING**

*Time : 3 hours*

*Maximum Marks : 100*

*Note : Answer any five questions. All carry equal marks.*

1. What do you understand by an 'Export House' ? 20  
Explain the organisational structure of an export house, giving roles and responsibilities of each department.
2. (a) Give an overview of the apparel supply chain. 10x2=20  
(b) What do you understand by the term 'sourcing' ?
3. 'IT has enabled the merchandising systems and processes'. Explain the present IT inputs that have strengthened merchandising. 20
4. Explain the role of merchant's in Pre-production coordination. 20
5. What is the merchants role in Product Development ? 20

6. (a) List the elements of garment cost. **10x2=20**  
(b) What is the BOM ? Explain the purpose of making a BOM.
7. Design a TNA for a yarn dyed mens shirt order **20**  
of 10,000 pieces.  
Order date 30 May  
Delivery date 30 August
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