

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

Term-End Examination

December, 2010

BFD-006 : BASIC MERCHANDISING-I

Time : 3 hours

Maximum Marks : 100

(Weightage : 60%)

Note : All questions carry *equal* marks. Attempt any 5 questions.

1. What do you understand by merchandising ? 20
Give the responsibility of a merchandiser.
2. What do you understand by 'Export house' ? 20
Briefly write about its areas of operation.
3. Who is a buyer ? What are the skills required to 20
be a competent buyer ? Explain business buyers.
4. Elaborate on the evolution of Apparel industry. 20
5. Explain the following (any 4) : 20
 - (a) Globalisation and sourcing
 - (b) Sources for trims.
 - (c) Cut make trim.
 - (d) Keystones of the apparel market in India.
 - (e) Consumer buyers.
6. What are the various types of merchandiser ? 20
Explain any 4 in detail.