

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

Term-End Examination

December, 2010

BFD-011 : BASIC MERCHANDISING-II

Time : 3 hours

Maximum Marks : 100

Note : Attempt all questions. Internal choice indicated.

1. Explain *any five* : 5x5=25
- (a) Bill-of-materials.
 - (b) Sourcing.
 - (c) Vendors.
 - (d) Textile fairs.
 - (e) Follow-up.
 - (f) Trade publications and journals.
2. What is a buying offered and liaison office ? 15
Differentiate between them.

OR

Write and explain in detail internal and external communication.

3. Elaborate the knowledge required by a merchandiser for the smooth functioning of its organisation. 15

OR

Enumerate different merchandisable products and size range available.

4. What is a fashion cycle ? Explain its different stages with help of an example. 15
5. Enumerate the different phases involved in the buying cycle. Explain the range planning phase in detail. 15
6. Enlist the basic qualities of a Merchandiser. Explain the process of coordination being exercised at different levels highlighting its advantages and disadvantages. 15
-