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B.A. (FD) Programme

Term-End Examination

December, 2010

BFD-017 : MERCHANDING

Time : 3 hours

Maximum Marks : 100

Note : All questions to be answered.

1. Keeping in mind the growing apparel industry for exports and domestic market.
 - (a) Explain and write ten key stones of international Apparel market. (Western) **20**
 - (b) Explain and write ten key stones of national (Indian) market. **20**
2. Define garment buyers. Explain in ten sentences. **10**
3. List out various types of buyers. **10**
4. Describe the various processes involved in contacting business buyers. **20**
5. To be a competent buyer. Write five skills required. **20**