

**B.A. FASHION MERCHANDISING AND
PRODUCTION**

**Term-End Examination
June, 2011**

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) Fabric shows
 - (b) Merchandising
 - (c) Buying agent
 - (d) Mail catalogue buyer
 - (e) Globalisation
 - (f) Related separates
 - (g) Sourcing
 - (h) Fashion capitals

2. What are the responsibilities of a merchandiser ? 15
Explain any 3 in detail.

OR

Elaborate about the knowledge required by a merchandiser for the smooth function of an organisation .

3. Explain the fashion cycle with the help of an example explaining the different stages involved. 15
4. Ennumerate and explain the different roles involved in the fashion supply chain and their responsibilities. 15

OR

Enlist the phases of a buying cycle and explain fabric and garment sourcing and range planning in detail.

5. What are the basic qualification required by a merchandiser ? Also explain the skills needed to a good merchandiser. 15
6. What are the various types of merchandiser ? Explain any 2 in detail. 15

OR

Give the importance of season in the fashion industry and its affects. Also explain the different product and size ranges available.
