Fashion Buying and Merchandising - The Fashion Buyer in a Digital Society 1st edition Boardman Test Bank

SKU: 9781138616318-TEST-BANK

Chapter 2
Fashion buying and merchandising roles and responsibility in the 21st century
Multiple Choice Questions

1. There is a hierarchy in buying and merchandising roles.
    a. True
    b. False

2. The merchandising admin assistant is also known as…
    a. The allotter
    b. The associate;
    c. The allocator;
    d. The analyst.

3. There are different types of buyers.
    a. True
    b. False

4. Which of the following is not part of the skills and competencies set of a buyer?
    a. Team player;
    b. Analytical;
    c. Negotiator;
    d. Unorganised.

5. Which of the following is not a type of buyer:
    a. Designer-label buyer.
    b. Own-label buyer,
    c. Branded buyer;
    d. Department store buyer.

6. What are the stages of the product-development process for an own-label buyer?
    a. Product development, manufacturing, trading;
    b. Research and planning, buying season, trading;
    c. Product development, buying season, trading;
    d. Research and planning, manufacturing, trading.

7. A merchandiser will work on several seasons at once:
    a. True
    b. False

Essay Style Questions

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1. Contrast the key responsibilities for a branded buyer and own-label buyer.

	Branded	Own Label
Buyer	• Historical Sales Analysis/ Customer Demand • Select ranges from fashion brands or manufacture brands (via agent or show room, trade show or wholesalers) • Buying seasons and trade shows • No control over the product design • Negotiation skills • Supplier Relationships • Shorter lead times / purchase in season • Low volume of order • Have much higher involvement with how product will appear in store than own-brand buyers	• Most complex and demanding type of buying. • One category only • Works on the design development in conjunction with design team. More creative role. • Historical Sales Analysis/ Customer Demand • Attend trade shows (e.g. Premiere Vision) • Comp shops/ Directional shops • Source products from international manufacturers (suppliers) and create products from scratch with them • Negotiation skills • Build and maintain good relationships with suppliers • Long Lead-times • High volume of order.

2. Contrast the key responsibilities for a branded buyer and own-label merchandiser

	Branded	Own Label
Merchandiser	• Manage the minimum orders, order quantities, markdowns and delivery dates for a variety of brands • Manage the OTB and the challenges with external brands • Manage relationships with external brands to support successful delivery and rebuys if needed	• Participate in range planning with sales information on size, colour, fabric best and worst information • Maintaining order quantities • Developing order quantities, markdowns and delivery dates and budgets • Only contact with own supplier base

3. Provide an overview of why it is important for buyers and merchandiser to build internal relationships, and who these are with.

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- Buyers and merchandisers have to develop and maintain relationships with other internal departments
- The product-development process is complex and challenging, and requires a multidisciplinary teams
- Relationships with:
  a. Design
  b. Garment technologists
  c. Marketing
  d. Studio
  e. Retail staff

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