

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

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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

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.

- 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