

**CERTIFICATE IN APPAREL
MERCHANDISING (CAPMER)**

Term-End Examination

December, 2023

**BHC–006 : FASHION, TEXTILES, PRODUCT
DEVELOPMENT AND MERCHANDISING**

Time : 3 Hours

Maximum Marks : 100

Note : *Attempt any **five** questions. All questions
carry equal marks.*

1. Discuss the manufacturing process of non-woven fabrics. 20
2. Describe the following two phases of apparel product development :
 - (a) Creative Design 10
 - (b) Technical Design 10
3. Discuss the following :
 - (a) Soft trims and hard trims 10
 - (b) Linear trimmings and area trimmings 10
4. Name the classifications of knitting. Write about the types and characteristics of weft knitting, using illustrations wherever necessary. 20

5. Explain the basic elements of store interior design that guide customers through the store. Further, explain how a merchandiser can detect and prevent shop lifting and reduce employee theft. 20
6. (a) Describe any *two* synthetic fibers. 10
(b) How are synthetic fibres different from natural fibres ? Explain. 10
7. (a) What kind of printing auxiliaries are used in printing ? Describe them. 10
(b) Explain the various styles of printing. 10
8. Write short notes on any *four* of the following :
4×5=20
- (a) Dyeing defects
 - (b) Felts
 - (c) Parameters of line development
 - (d) Difference between prêt-a-porter and custom made
 - (e) Footwear and its construction
 - (f) Impact of textile pollutants on health
 - (g) Sources of fashion inspiration