

**Assignments of BFDI – 073: Introduction to Fashion Industry  
Skill Enhancement Course for BAG/BSCG**

Dear Student,

As a requirement of the Programme, you will have to do one Tutor Marked Assignment (TMA) for each course. Before you attempt the assignments, please read the instructions carefully provided in the Programme Guide. It is important that you answer the TMA questions in your own words. Remember, writing answers to assignment questions will improve your writing skills and prepare you for the term-end examination. You are requested to submit the assignments at your respective Regional Centers/ Study Centers. It is desirable to keep with you a photocopy of the assignments submitted by you. Once evaluated, the Regional Centre/Study Centre will return the assignments to you.

Wishing you all the best.

COURSE COORDINATOR (BFDI-073)

**Assignment 03 (BFDI-073)**

**Course: BFDI – 073: Introduction to Fashion Industry**

Programme Code:  
CFDE Course Code:  
BFDI-073

**Max. Marks: 50**  
**Marks Weightage: 30%**

**Part I**

- Q1- What role does fabric sourcing plays in the quality of garments. (10 Marks)  
Q2- Write a short note on: (5X2=10 Marks)  
(a) Levels of Segmentation  
(b) Future of Fashion Sustainability  
Q3- Explain why is consumer behavior said to be the biggest threat to sustainability in fashion business. (10 Marks)

**Part II**

Case Study/Activity

- Q4- Write a survey report (Approx 1000 words) on any one national female fashion brand.  
(20 Marks)

**Assignment 03 (BFDI-073)**

**Course: BFDI – 073: Introduction to Fashion Industry**

Programme Code:  
CFDE Course Code:  
BFDI-073

**Max. Marks: 50**  
**Marks Weightage: 30%**

**Part I**

- Q1. कपड़ों की गुणवत्ता में फैब्रिक सोर्सिंग की क्या भूमिका है? व्याख्या करे. (10 Marks)  
Q2. संक्षिप्त टिप्पणी लिखें: (5X2=10 Marks)  
A) विभाजन के स्तर  
B) फैशन स्थिरता का भविष्य

Q3. उपभोक्ता व्यवहार को फैशन व्यवसाय में स्थिरता के लिए सबसे बड़ा खतरा क्यों कहा जाता है? व्याख्या करे. (10 Marks)

**Part II**

**केस स्टडी/गतिविधि**

- Q4. किसी एक राष्ट्रीय महिला फैशन ब्रांड पर एक सर्वेक्षण रिपोर्ट (लगभग 1000 शब्द) लिखें। (20 Marks)