

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

**July, 2024**

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/ Nodal Regional Centres/ Study Centers. It is desirable to keep with you a photocopy of the assignments submitted by you. Once evaluated, the Regional /Study Centre will return the assignments to you.

Wishing you all the best.

COURSE COORDINATOR (BFDI-073)

**July, 2024**  
**BFDI – 073: Introduction to Fashion**  
**IndustrySkillEnhancement Course for BAG/BSCG programme**  
**CourseCode:BFDI-073**

Max. Marks: 50  
Marks Weightage: 30%

**Part I**

Q1- What is the role of sustainability, retail marketing and trend setting in the fashion business.

(10 Marks)

Q2- Write a short note on:

(5X2=10Marks)

(a) Hyper Markets

(b) Role of fabric sourcing in fashion industry.

Q3- Discuss organized and unorganized fashion retailing.

(10 Marks)

**Part II**

Case Study/Activity

Q4- Write a survey report (Approx 1000 words) on any one kids wear brand. (20 Marks)

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**Part-I**

Q1- फैशन व्यवसाय में स्थिरता, खुदरा विपणन और प्रवृत्ति निर्धारण की क्या भूमिका है? व्याख्याकरे।

Q2- संक्षिप्त टिप्पणी लिखें।

(5X2=10Marks)

(a) हाइपर मार्केट्स

(b) फैशन उद्योग में वस्त्र स्रोत की भूमिका

Q3- संगठित और असंगठित फैशन रिटेलिंग पर चर्चा करें।

(10Marks)

**Part-II**

गिति विध

Q4- कसी एक बच्चों के कपड़ों के ब्रांड पर (लगभग 1000 शब्दों में) एक सर्वेक्षण रिपोर्ट

लखें।

(20Marks)