

CAPMER

Certificate in Apparel Merchandising

CAPMER

**Assignments for students admitted in
July 2022 and January 2023 sessions**



**School of Continuing Education
Indira Gandhi National Open University
Maidan Garhi, New Delhi-110068**

IMPORTANT
ASSIGNMENT
2022

Programme: CAPMER

Dear Learners,

You will have to do two assignments. **DOING BOTH ASSIGNMENTS IS COMPULSORY.**

SOME DO'S AND DON'T'S ABOUT SENDING IN ASSIGNMENTS

Some Do's

- 1) When you receive the assignment, check it immediately and ask for the missing page(s), if any.
- 2) Submit your assignments on time at your Study Centre. By doing so, you can benefit from your Counselor's comments on your submitted response sheets.
- 3) Maintain an account of the assignments sent to us and the corrected sheets received by you. This will help you maintain the schedule of your work and avoid the possibility of sending the same assignment a second time.

Some Don'ts

- 1) Do not remind us to send back the corrected response sheets. These will be sent to you at the earliest possible.
- 2) Do not misplace / lose your graded assignments. You will need these till the Course is completed.
- 3) Do not enclose doubts for clarification along with the assignment. If you want to draw our attention to something of urgent/important nature, email us separately. Give your roll number, name, address, the title of the Course, the number of the assignment, etc. on top of your letter.

- 1) Write your roll number, name, full address and date on top right corner of the first page of your response sheets.
- 2) Submit each assignment separately. Write the Course title, assignment number and the name of the Study Centre you are attached to, in the center of the first page of your response sheets.

The top of the first page of your response sheets should look like this:

| | |
|--------------------|--------------|
| Enrolment No..... | Name..... |
| Course Title..... | Address..... |
| Assignment No..... | |
| Study Centre..... | Date..... |

Please follow the above format strictly. If you do not follow this format, we will be compelled to return your script to you for re-submission.

- 3) Read the instructions related to assignments printed in the Programme Guide in Section 7.
- 4) Please note that unless you submit all the five assignments contained in this booklet within the stipulated time, you would not be permitted to appear for the term-end examination for the respective Course.
- 5) Submit both the Sections - Part A and Part B- of each assignment together, otherwise your assignment would be returned to you without being evaluated.

**Certificate in Apparel Merchandising
(CAPMER)**

Assignments July 2022 and January 2023 sessions

**SCHEDULE FOR SUBMISSION OF ASSIGNMENTS for BHC-005,
BHC-006**

| Assignment Number | Last Date of Submission | Whom to Send |
|------------------------------------|---|---|
| BHC-005/AST/TMA-1/2022/2023 | For students admitted in July 2022 Session – 30th November 2022 | The Coordinator of Your Study Centre |
| BHC-006/AST/TMA-2/2022/2023 | For students admitted in January 2023 Session - 30th April 2023 | |

Course Code : BHC-005
Course Title : CAPMER
Assignment No. : BHC-005/AST/TMA-1/2022/2023

Note: The assignment has two sections – Part A and Part B

Part A

Maximum Marks: 60

Answer **all** questions.

- 1) Describe the terms – Apparel and Merchandising. (5)
- 2) What is the major role of a merchandiser in Apparel Industry? (5)
- 3) What is the role of Director- Marketing in export sales and domestic sales? (5)
- 4) What happens to the fabric sourced, once it is rejected on the basis of comments received by the merchandiser sourcing division? (5)
- 5) Why has the growth of online retailing increased drastically in last decade in India? (5)
- 6) Why is FDI vital for developing countries? (5)
- 7) Describe STP Process. (5)
- 8) What are the demographic bases for market segmentation? (5)
- 9) Explain product life cycle. (5)
- 10) What are the major functions of an entrepreneur? (5)
- 11) Which are the two most important qualities of a merchandiser? (5)
- 12) What are the five different product levels? (5)

Part B

Maximum Marks: 40

Answer **any four** questions.

- 1) How has e-commerce emerged as a major form of retailing business? Explain. (10)
- 2) Explain design development process. (10)
- 3) What is the significance of fashion forecasting in the production of a product? (10)
- 4) What are the principles of communication? Write about the barriers and feedback in communication. (10)
- 5) What is a spreadsheet? Write step-by-step the process of creating a new workbook. (10)
- 6) Which are the factors influencing entrepreneurship? (10)

Course Code : BHC-006
Course Title : CAPMER
Assignment No. : BHC-006/AST/TMA-1/2022/2023

Note: The assignment has two sections – Part A and Part B

Part A

Maximum Marks: 60

Answer **all** questions.

- 1) Define fashion detail. Explain the life cycle of fashion. (10)
- 2) Classify textiles fibres according to their properties. (10)
- 3) Explain the following terms with suitable examples: (5x8= 40)
 - a) Silhouettes
 - b) Functional finishes
 - c) Fashion theories
 - d) Visual merchandising
 - e) Elements of design
 - f) Stages of developing a sample of garment
 - g) Types of yarns
 - h) Variations in knitting

Part B

Maximum Marks: 40

Answer **any four** questions.

- 1) What are silhouettes? Draw different types of garment silhouettes. (10)
- 2) What are the basic elements in a store's interior design that guide customers through the store? (10)
- 3) Define weaving technique. What are the essential operations of weaving? Explain. (10)
- 4) Write a detailed note on the primary phase of apparel product development. (10)
- 5) Make a scrap book by collecting different kind of fibres, fabrics, yarn and label them. (10)
- 6) What is design? Explain the elements of design with suitable examples. (10)