

Diploma in Apparel Merchandising - Applied (DAPMERA)

Assignment Booklet

(July 2023 / January 2024 Session)

(These assignments relate to Courses BHC – 005, BHC – 006 & BHC – 007)



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

DIPLOMA IN APPAREL MERCHANDISING - APPLIED (DAPMERA)

ASSIGNMENTS

**BHC – 005, BHC – 006 & BHC - 007
Schedule for July 2023 / January 2024**

Course Code	Last Date of Submission	Whom to Send
BHC – 005	For July 2023 session 31st March 2024 For January 2024 session 30th September 2024	The coordinator of your Study Centre
BHC - 006		
BHC - 007		

As explained in the Programme Guide you will have to do one assignment in each theory course of 8 credits. Last date of submission for all the assignments is mentioned above but we advise you to do them one by one along with your study of course and submit them so that you may get back the marks and comments of the counselor with evaluated assignment. With a proper planning you will be able to do them within the stipulated period. Please do not wait for the last date to submit all the assignments.

PLEASE ALSO READ CAREFULLY INFORMATION REGARDING ASSIGNMENTS FROM PROGRAMME GUIDE

VISIT IGNOU WEBSITE TIME TO TIME FOR NEW UPDATE.

Assignment-1

Programme Code : DAPMERA
Course Code : BHC-005
Course Title : Basics of Apparel Industry and Entrepreneurship
Assignment No. : BHC-005/AST/TMA-1/July 2023 - January 2024

Maximum Marks: 100

Note:- i) Answer any five questions.
ii) Answers the questions within **600 - 800 words** each.

(20 Marks Each)

- 1) Describe in detail about the Retail formats in India. Explain with the help of a flowchart and write the advantages and disadvantages of different types of retailers.
- 2)
 - a) What is E-commerce? How is it important for India Apparel market?
 - b) Explore and study any two E-commerce business ventures of India and elaborate on its growth pattern in last 10 years.
- 3) Explain in detail with the help of diagram, the bases for market segmentation.
- 4)
 - a) What do you understand by the term Communication?
 - b) Explain in detail the principles of communication, barriers and feedback in communication.
- 5) Define Entrepreneur and Entrepreneurship. Explain in detail the basic qualities of an Entrepreneur and the Conceptual Model of Entrepreneurship.
- 6) Visit the nearest local market in your vicinity and conduct a survey to make a 'swatch board' of:
 - a) Ten fabrics made from Natural Fibres.
 - b) Ten fabrics made from man-made Fibres.
- 7) Select any two apparel product of your choice and explain its life cycle. Also, explain with the help of pictures/sketches, various ways in which these products may be recycled and used again.
- 8) Make a portfolio of approximately 8-10 pages, on any two of your favourite Indian and International Fashion Designers.

Assignment-2

Programme Code : DAPMERA
Course Code : BHC-006
Course Title : Fashion, Textiles, Product Development and Merchandising
Assignment No. : BHC-006/AST/TMA-1/July 2023 - January 2024

Maximum Marks: 100

Note:- i) Answer any five questions.
ii) Answers the questions within **600 - 800 words** each.

(20 Marks Each)

- 1)
 - a) Define a Yarn. Classify yarns in detail.
 - b) Collect at least 10 different types of yarns and mount them in your file along with its name.

- 2)
 - a) Explain the different types of fashion shows and its planning.
 - b) Describe with the help of pictures, any one collection from any of the fashion weeks held in the year 2023.

- 3) Write an essay on fabric properties and its uses.

- 4) What are the various Principles of Design? Discuss with the help of relevant examples and drawings.

- 5) Define Finishing with the help of examples. Explain in detail 4 different types of finishes with examples.

- 6) Collect and mount 10 different printed and dyed fabric samples of size 2" X 2".

- 7) Explain any 4 types of printing techniques with the help of figures and examples.

- 8) What is Weaving? Explain any 6 types of weaving techniques.

Assignment-3

Programme Code : DAPMERA
Course Code : BHC-007
Course Title : Management of Merchandising Function and Apparel Manufacturing
Assignment No. : BHC-007/AST/TMA-1/July 2023 - January 2024

Maximum Marks: 100

Note:- i) Answer any five questions.
ii) Answers the questions within **600 - 800 words** each.

(20 Marks Each)

- 1)
 - a) Define the material sourcing strategy in apparel industry and the factors affecting sourcing.
 - b) Discuss top five major sourcing Countries for apparel industry of India.

- 2) Define Vendor Management. Explain the importance and process of vendor management along with the challenges that arise during the process.

- 3)
 - a) Explain the term export finance and why is it important in export? Also, discuss types of export finance.
 - b) Discuss about Directorate General of Foreign Trade and the formalities required to enter into export business.

- 4) Why is pattern making important in the process of garment construction? Define the pattern making methods and principles of flat pattern making. Also, explain pattern grading and its methods.

- 5) Define seams and stitches. Explain different types of stitches with the help of illustrations.

- 6) Explain the importance of a 'needle' in sewing. Discuss types of needles and factors affecting the selection of a needle.

- 7) Discuss any two assembly system in detail which is used in apparel industry.

- 8) Why care labels are used in garment? Explain the care labelling systems used in the apparel industry.