

CERTIFICATE IN FASHION DESIGN (CFDE)

Term-End Examination,

December 2019

**BFDI-073 : INTRODUCTION TO FASHION
INDUSTRY**

Time : 3 Hours]

[Maximum Marks : 100

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- Note : (i) Question no.1 is compulsory.
(ii) Answer five questions in all.
(iii) All questions carry equal marks.*
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1. a) Explain the following in 2-3 lines only 14
- i) Structure of a knitted fabric
 - ii) Non-store retail
 - iii) Canvas fabric
 - iv) Ethnic wear
 - v) Specialty store
 - vi) Categories of fabric suppliers
 - vii) Direct selling
- b) Fill in the blanks : 6
- i) Denim is a _____ weave cotton fabric.
 - ii) Cotton fibre has _____ shaped cross section.

(2)

- iii) Giorgio Armani is an _____ designer.
 - iv) Cohesiveness is a _____ property of textile fibres.
 - v) Shopping mall is an example of _____ retail.
 - vi) Age-wise grouping is a _____ category of market segmentation.
2. a) Briefly discuss the three basic weaves. 6
- b) What are the various types of market segmentation? 10
- c) Discuss the channel based classification of retail business. 4
3. a) Discuss the emerging trends in Indian fashion industry. 8
- b) Discuss the various tests used for identification of wool. 8
- c) Write a note on **any one** of the following designers. 4
- i) Donna Karen
 - ii) J J Valaya
 - iii) Sabyasachi Mukherjee

(3)

4. a) Discuss the technical and commercial specifications used in fabric sourcing. 10
- b) Discuss the various recent structural changes in Indian apparel retail. 10
5. a) Discuss the off store based advertising and promotional campaigns. 8
- b) Discuss briefly the key roles of retail operations manager. 8
- c) Discuss the important areas of customer service in retail stores giving suitable examples. 4
6. a) How is apparel retail different from the retail of other products? 10
- b) Identify the way for adopting ethical fashion. 10
7. Differentiate between the following : 20
- a) Organised and unorganised retailing.
- b) Casual wear and sleep wear.
- c) Natural and manmade fibres
- d) Department stores and discount stores.

(4)

8. Write short notes on **any five** of the following : 20

- a) Absorbency in textile fibres
- b) Multichannel retail
- c) Resort wear
- d) Product Life Cycle (PLC)
- e) Haute couture
- f) Blended fabrics.

