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**BHC-006**

**CERTIFICATE IN APPAREL  
MERCHANDISING (CAPMER)**

**Term-End Examination**

**December, 2022**

**BHC-006 : FASHION, TEXTILES, PRODUCT  
DEVELOPMENT AND MERCHANDISING**

*Time : 3 Hours*

*Maximum Marks : 100*

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**Note :** (i) *Attempt any **five** questions.*

(ii) *All questions carry equal marks.*

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1. (a) Describe any **four** elements of design. 10
- (b) Discuss the design process stages, using examples wherever necessary. 10
2. (a) Define fashion and discuss the evolution of fashion cycle. 10
- (b) Write about footwear as an important fashion accessory. 10

**P. T. O.**

3. Define yarn. Describe classification of yarn in detail. 20
4. Write an essay on fabric properties and its uses. 20
5. (a) Explain a merchandiser's interaction and coordination with (i) design development team and (ii) vendors for sourcing of raw materials. 10
- (b) Describe the (i) types of fashion shows and (ii) planning of fashion shows. 10
6. What is Visual Merchandising ? Write in detail about store interior as a significant element of visual merchandising. 20
7. (a) What do you understand by sustainable fashion ? Discuss the organizations that are working towards ensuring environmental safety and work standards. 10
- (b) Explain how silhouettes are characterized by the fabric in garments. 10

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

4×5=20

- (a) Criteria for trim selection
- (b) Tuck stitch
- (c) Oeko tex certification
- (d) RFID
- (e) Vat dyes
- (f) Recycling of textiles
- (g) Sublimation printing
- (h) Difference between fire retardant and fire proof fabrics