CERTIFICATE IN FASHION DESIGN (CFDE)

Term-End Examination

December, 2023

BFDI–073 : INTRODUCTION TO FASHION INDUSTRY

Time : 3 Hours   *Maximum Marks : 100*

Note : *(i) Question No.* ***1*** *is compulsory.*

   (ii) Answer ***five*** *questions in all.*

1. (a) Explain the following in **2-3** sentences each :   2 each

   (i) Blended Fabrics

   (ii) Jacquard Weave

   (iii) Weft Knitting

   (iv) Protein fiber

   (v) Mass Market

   (vi) Brand

   (vii) Yarn Count

(b) Fill in the blanks :   1 each

   (i) Yarn strength in gram denier is called ....

   (ii) Polyester is a .... fiber.

   (iii) Space that contains merchandise for the sales is known as ....

   (iv) AMA stands for ....

   (v) Lilliput is a .... wear brand.

   (vi) French term used for high fashion garment ....

2. (a) Discuss the 4P's of marketing in the context of apparel retail.   10

  (b) Differentiate between burning properties of wool and cotton.   5

  (c) Describe the features of twill weave with example.   5

3. (a) Explain the role of the following in any fashion business :   12

   (i) Sustainability

   (ii) Retail marketing

(b) Discuss the evolution of fashion industry before independence in India. 8

4. (a) Explain the role of fashion design and the role of fashion designer in detail. 10

(b) Discuss market environment and explain the STP process. 10

5. Discuss the growth of global fashion industry after 20th century. What became the necessary goods during the industrial revaluation ? Explain. 20

6. (a) What is fabric sourcing ? Explain the significance of fabric sourcing in the pricing of garments. 10

(b) Discuss customer relationship management in fashion industry and explain CRM process in detail. 10

7. Differentiate between the following : 4×5=20

(a) Jacquard Weave and Dobby Weave

(b) Woven Fabric and Knitted Fabric

(c) Segmenting and Targeting

(d) Micro Marketing and Niche Marketing

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

4×5=20

(a) Behavioural segmentation

(b) Work wear

(c) Types of fashion design

(d) Ethical fashion

(e) Convenience stores