BFDI-073

CERTIFICATE IN FASHION DESIGN (CFDE)

Term-End Examination

00754 **June, 2019**

BFDI-073 : INTRODUCTION TO FASHION INDUSTRY

Time : 3 hours *Maximum Marks : 100*

Note : Question No. 1 is compulsory. Answer five questions in all. All questions carry equal marks.

1. (a) Explain the following in 2 – 3 sentences : *14*

    (i) Blended fabrics

    (ii) Structure of a woven fabric

    (iii) Denim

    (iv) Burning test for fibre identification

    (v) Prêt-à-porter

    (vi) Demographic market segmentation

    (vii) Multichannel retail

(b) State whether the following statements are
true or *false* : 6

(i) Twill weave is a basic weave.

(ii) Wool fibre has a scaly structure.

(iii) Valentino is an American Fashion
Designer.

(iv) GSM unit is used to measure fabric
weight.

(v) Franchise store is an independent
retail store.

(vi) Natural dyes are environment friendly
dye class.

2. (a) Classify textile fibres based on their origin. 6

(b) Discuss the tasks performed as part of
employee management in retail. 8

(c) What are the types of non-store retailing ?
Discuss any two of them. 2+4

3. (a) Discuss the emerging trends in Global
Fashion Industry. 8

(b) Discuss the various tests used for the
identification of cotton fibre. 8

(c) Write a note on any *one* of the following
designers : 4

(i) Ritu Kumar

(ii) Manish Malhotra

(iii) Karl Lagerfeld

4. (a) Explain in brief, the various primary properties of textile fibres. *10*

   (b) Discuss the important ethical issues in fashion business. *10*

5. (a) Describe in brief, the process of Market Segmentation, Targeting and Positioning (STP) in marketing. *8*

   (b) Discuss the various store based Advertising and Promotional Campaigns. *8*

   (c) Briefly describe the factors influencing the choice of store location. *4*

6. (a) Discuss briefly the role of fabric sourcing in fashion business. *10*

   (b) Describe the GAP model for improving retail service quality. *10*

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

   (a) Convenience store and Departmental store

   (b) Staple fibres and Filaments

   (c) Cost based and Demand based pricing

   (d) Mass marketing and Niche marketing

8. Write short notes on any *five* of the following : $5\times4=20$

(a) Properties of Linen

(b) Types of Fabric Grain

(c) Maternity Wear

(d) Purchase Order for Fabric Sourcing

(e) Skills Required to be a Fashion Designer

(f) Store Layout

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