Certificate in Fashion Design (CFDE)
Term-End Examination
June, 2020

BFDI–073 : INTRODUCTION TO FASHION INDUSTRY

Time : 3 Hours   *Maximum Marks : 100*

Note : (i) *Question No. 1 is compulsory. Answer five question in all.*

     (ii) *All questions carry equal marks.*

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

                                         2 each

     (i) Fabric weight

     (ii) Natural fibres

     (iii) Jacquard weaving

     (iv) Non-woven fabrics

(v) Store management

(vi) Fashion retailing

(vii) Sustainable fashion

(b) State whether the following statements are true *or* false : 1 each

(i) Pret-a-porter means 'Ready to wear'.

(ii) Ritu's Kumar forte lies in traditional Indian clothes.

(iii) Formal wear is something that can be worn at any time.

(iv) Niche marketing is also known as concentrated marketing.

(v) Filament fibres has finite length.

(vi) Rayon are inelastic and lusturous fabric.

2. (a) Describe marketing environment in the context of fashion marketing. 6

(b) What do you mean by apparel ? Describe its categories, specifically in the context of jeans wear and sports wear. 8

(c) Differentiate between 'Retailing and Retailer'. Explain special features of fashion retailing. 6

3. (a) Discuss customer relationship management and explain CRM process in detail.   8

   (b) Write notes on any *three* of the following :

                                        4 each

      (i) Store management

      (ii) Manish Arora

      (iii) Textile idenfication text

      (iv) Retail operations

      (v) Customer service activities

4. (a) Write in brief about the method of fabric construction   10

   (b) Discuss the genesis of fashion industry and role of fashion designer in it.   10

5. (a) Explain various store based advertising promotional campaigns.   8

   (b) What are growth and recent trends in global fashion industry ?   12

6. (a) Describe the GAP model for improving retail service quality. 10

(b) What do you mean by the term 'merchandise management' ? Describe the important task performed under it. 10

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

(a) Geographic segmentation and Demographic segmentation

(b) Warp knitting and weft knitting

(c) Organised and unorganised retailers

(d) Customer management and inventory management

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

5×4=20

(a) Role of fabric sourcing in fashion industry.

(b) Propertics of viscose rayon

(c) Blending of fibres and fabrics

(d) Threats of sustainability

(e) Role of retail operations manager

(f) Employment management

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