

**CERTIFICATE IN FASHION DESIGN
(CFDE)**

Term-End Examination

June, 2021

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

Time : 3 hours

Maximum Marks : 100

Note : *Question No. 1 is compulsory. Answer five questions in all.*

- 1. (a) Explain the following in 2 – 3 sentences : 14**
- (i) Satin weave
 - (ii) Niche Marketing
 - (iii) Braiding
 - (iv) Direct selling
 - (v) Synthetic fibres
 - (vi) Street wear
 - (vii) GSM

- (b) Fill in the blanks : 6
- (i) Silk is a _____ fibre.
 - (ii) Brocade fabric is made by _____ weave.
 - (iii) Purl is the basic type of _____ Knit.
 - (iv) The “hand” of a fabric refers to how the fabric _____ against your skin.
 - (v) Macroenvironment includes factors _____ the organization.
 - (vi) _____ is a term used to define Ready to Wear (RTW).
- 2.** (a) Describe the growth of wool and woollen textile industry of Indian Fashion Industry. 10
- (b) Briefly explain the key elements of fabric specifications. 6
- (c) Give a brief account of merchandise management. 4
- 3.** (a) Write a note on any *one* of the following designers : 8
- (i) Rohit Bal
 - (ii) Manish Arora
 - (iii) Anita Dongre
- (b) What is Retail Marketing ? Discuss any two factors affecting retail marketing. 12

4. (a) Explain the steps followed in STP process. 10
- (b) Discuss steps and strategies followed in fabric sourcing. 10
5. (a) Discuss skill gaps in the Global Fashion Industry. 10
- (b) Define the term Fibre. Explain primary properties of textile fibre. 10
6. (a) Discuss different categories of Apparel. Explain sportswear in detail. 10
- (b) What do you understand by Sustainable Fashion ? Enlist the threats that act as hindrance to sustainable fashion. 10
7. Differentiate between the following : 4×5=20
- (a) Ethnic wear and Work wear
- (b) Weft knitting and Warp knitting
- (c) Retail and Retailer
- (d) Haute Couture and Pret-a-porter

8. Write short notes on any *four* of the following : *5×4=20*

- (a) Burning test for identification of textile fibre
 - (b) Staple fibres
 - (c) Customer service activities
 - (d) Elasticity of textile fibre
 - (e) CRM process
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