

**CERTIFICATE IN FASHION DESIGN  
(CFDE)**

**Term-End Examination**

**June, 2022**

**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.*

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

*7×2=14*

- (i) GSM
- (ii) Apparel
- (iii) Retailing
- (iv) Bias Fabric
- (v) Departmental Stores
- (vi) Tapestry
- (vii) Seersuckers

(b) State whether the following statements are *True or False* :  $6 \times 1 = 6$

- (i) Uniformity is one of the secondary properties of textile fibre.
- (ii) Cotton is known as seed hair fibre.
- (iii) Super-marketing is also known as niche marketing.
- (iv) Visual merchandising is done through window display.
- (v) GNP stands for Grand National Policy.
- (vi) To produce design for clothing is the role of fashion designer.

2. (a) Elaborate the strategies and steps of fabric sourcing.
- (b) Describe the twill weave with example of fabric made out of twill weave.
- (c) Discuss the ethical issues in fashion business. Explain five ethical issues in detail.  $6+8+6=20$

3. (a) What do you mean by merchandise management ? Describe any two tasks with examples. 8
- (b) Write notes on any **three** of the following : 3×4=12
- (i) Pricing Models
  - (ii) Primary Properties of Textile Fibres
  - (iii) Psychographic Segmentation
  - (iv) Kidswear
  - (v) Child Labour as an Ethical Issue in Fashion
4. (a) Discuss the key components of retail operations in the context of fashion products. 10
- (b) Describe apparel and its classification, with examples. 10
5. (a) Describe the ethical issues in fashion business. How can these issues be overcome ? 10
- (b) Explain the recent growth trends in Indian fashion industry. 10
6. (a) Differentiate between Product assortment and Product life cycle. 10
- (b) Describe the responsibilities of a retail store manager with example of fashion products. 10

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

- (a) Weaving and Knitting
- (b) Store management and Merchandise management
- (c) Formal wear and Informal wear
- (d) Demographic and Psychological factors of customer buying behaviours

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

- (a) Branded Market
  - (b) Work Wear
  - (c) Market Environment
  - (d) Employability in Indian Fashion Industry
  - (e) Global Fashion Industry after 20<sup>th</sup> Century
  - (f) CRM Process
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