

No. of Printed Pages : 3

BHC-005

**CERTIFICATE IN APPAREL
MERCHANDISING (CAPMER)**

Term-End Examination

June, 2023

**BHC-005 : BASICS OF APPAREL INDUSTRY AND
ENTREPRENEURSHIP**

Time : 3 Hours

Maximum Marks : 100

Note : (i) *Attempt any five questions.*

(ii) *All questions carry equal marks.*

1. How is Indian Apparel Market segmented ?
Explain. 20
2. (a) Who is an Apparel Merchandiser ? 10

(b) What is his/her role and what are the skill-sets required in the production of a merchandise ? 10

P. T. O.

3. (a) Describe planning, purchasing, fabric sourcing and merchandising in a garment or apparel manufacturing unit. 10
- (b) Explain fabric sourcing workflow in a garment industry. 10
4. (a) What is FDI ? Describe the four reasons for rapid increase in FDI in the past two decades, particularly for developing countries. 10
- (b) Describe the impact of FDI on the Indian Apparel Industry. 10
5. (a) What is perceptual mapping ? Explain the uses of perceptual mapping. 10
- (b) Write about new enterprise creation in the apparel industry. 10
6. Define Communication. Explain principles of communication, barriers and feedback in communication. 20
7. (a) What is a product ? Explain classification of a product and its life cycle. 10

[3]

(b) Describe the length of cycles for : 10

(i) Classic and style

(ii) Fashion and fad

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

(a) Qualities of an Entrepreneur

(b) Word processor

(c) Advantages of E-retailing

(d) Definition of “Brick-to-Click” and “Brick and Mortar”

(e) Multi Brand Retailing

(f) Apparel Export Promotion Council

(g) Factors contributing to a business opportunity

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