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BHC-006

**CERTIFICATE IN APPAREL
MERCHANDISING (CAPMER)**

Term-End Examination

June, 2023

**BHC-006 : FASHION, TEXTILES, PRODUCT
DEVELOPMENT AND MERCHANDISING**

Time : 3 Hours

Maximum Marks : 100

Note : *Answer any **five** questions. All questions
carry equal marks.*

1. What is design ? Discuss the principles of design with the help of examples. 20
2. Discuss the essential operations of weaving. Explain any *four* basic weaves in detail. 20
3. Classify Silhouettes and figure types. Explain how Silhouettes can be created with garment shapes. 20
4. Give the classification of textile fibers and write about protein fibers in detail. 20

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5. What is fashion ? Write a detailed note on fashion adoption theories and explain the contribution of any *one* Indian fashion designer to the fashion industry. 20
6. What do you understand by the term “Finishing” ? Discuss the different kinds of routine finishes. Use examples wherever necessary. 20
7. Explain the following : 10+10
- (a) Any *two* types of dyes
 - (b) Methods of screen printing
8. Write short notes on any *four* of the following : 4×5=20
- (a) Factors affecting the durability of textile product
 - (b) Presentation techniques in visual merchandising
 - (c) Role of technology in retail
 - (d) Parameters of line development
 - (e) Fashion shows
 - (f) Classification of textile wastes
 - (g) Dyeing defects
 - (h) Concepts of woven fabrics