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BFDI-073

**CERTIFICATE IN FASHION DESIGN
(CFDE)**

Term-End Examination

June, 2023

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

Time : 3 Hours

Maximum Marks : 100

Note : (i) *Question No. 1 is compulsory.*

(ii) *Answer five questions in all.*

1. (a) Explain the following in **2-3** sentences each : 2 each
- (i) CRM
 - (ii) Club wear
 - (iii) Non-woven fabric
 - (iv) Animal fiber
 - (v) Filaments
 - (vi) Satin weave
 - (vii) Warp knitting

P. T. O.

- (b) Fill in the blanks : 1 each
- (i) In weft knitting yarns run
from side to side across the width of
the fabric.
 - (ii) A business or person engaged in the
retailing activity is known as
..... .
 - (iii) fibers are mined from the
earth.
 - (iv) Fibers with limited or finite length is
called
 - (v) Tensile strength of is less
when wet.
 - (vi) is a way to connect high
end market with mass market.
2. (a) Write in brief about the methods of fabric
construction. 10
- (b) Explain the retail trends in global fashion
industry. 5
- (c) Explain different levels of market
segmentation. 5
3. (a) Write note on any *one* of the following : 8
- (i) Ritu Beri
 - (ii) Tarun Tahiliani
 - (iii) Sabyasachi Mukherjee

- (b) Explain the term apparel. Discuss its categories and describe formal wear and resort wear. 12
4. (a) Define the term 'sustainable fashion'. Explain the origin of sustainable fashion and enlist the seven different forms of sustainable fashion. 10
- (b) What do you understand by the term 'Retailing' ? Describe special features of fashion retailing. 10
5. (a) Describe the GAP model for improving retail service quality. 10
- (b) Explain the classification of retailing channels and types of outlets in detail. 10
6. (a) Write about social media and culture in context to Indian fashion industry. 10
- (b) What do you understand by Textile fiber ? Explain secondary properties of textile fiber in detail. 10
7. Differentiate between the following : 4×5=20
- (a) Cellulosic fibre and protein fibre

- (b) Terry cotton and terry wool
- (c) Geographic segmentation and demographic segmentation
- (d) Infant wear and toddler wear

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

4×5=20

- (a) Role of fashion designer
- (b) Pret-a-porter
- (c) The growing trend of fast fashion
- (d) Abrasion resistance
- (e) Fabric finishes