

**Assignments of BFDI – 073: Introduction to Fashion Industry
Skill Enhancement Course for BAG/BSCG**

Dear Student,

As a requirement of the Programme, you will have to do one Tutor Marked Assignment (TMA) for each course. Before you attempt the assignments, please read the instructions carefully provided in the Programme Guide. It is important that you answer the TMA questions in your own words. Remember, writing answers to assignment questions will improve your writing skills and prepare you for the term-end examination. You are requested to submit the assignments at your respective Regional Centers/ Study Centers. It is desirable to keep with you a photocopy of the assignments submitted by you. Once evaluated, the Regional Centre/Study Centre will return the assignments to you.

Wishing you all the best.

COURSE COORDINATOR (BFDI-073)

BFDI – 073: Introduction to Fashion Industry
Skill Enhancement Course for BAG/BSCG programme
Course Code: BFDI-073

Max. Marks: 50
Marks Weightage: 30%

Part I

- Q1- What is the future of Indian Fashion Industry? Explain. (10 Marks)
- Q2- Write a short note on: (5X2=10 Marks)
- (a) Branded Market
 - (b) Fabric Width
- Q3- What do you mean by Fashion Marketing? Explain about STP process in detail. (10 Marks)

Part II

- Case Study/Activity
- Q4- Write a survey report (Approx 1000 words) on recent fashion trends in apparel category for adolescent girls. (20 Marks)

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Part I

- Q1- भारतीय फैशन उद्योग का भविष्य क्या है? व्याख्या करें. (10 Marks)
- Q2- इस पर एक संक्षिप्त टिप्पणी लिखें: (5X2=10 Marks)
- (a) ब्रांडेड बाजार
 - (b) कपड़े की चौड़ाई
- Q3- फैशन मार्केटिंग से आप क्या समझते हैं? एस.टी.पी प्रक्रिया के बारे में विस्तार से बताएं. (10 Marks)

Part II

- केस स्टडी/गतिविधि**
- Q4- किशोर लड़कियों के लिए परिधान श्रेणी में हालिया फैशन रुझानों पर एक सर्वेक्षण रिपोर्ट (लगभग 1000 शब्द) लिखें। (20 Marks)