

**DAPMER**

# **Diploma in Apparel Merchandising**

**Assignments for students admitted in  
July 2023 and January 2024  
sessions**



**School of Continuing Education  
Indira Gandhi National Open University  
Maidan Garhi, New Delhi-110068**

## **IMPORTANT ASSIGNMENTS 1-3**

### **Programme: DAPMER**

Dear Learners,

You will have to do three assignments as part of Diploma in Apparel Merchandising. **DOING ALL THREE ASSIGNMENTS IS COMPULSORY.** Each assignment has three parts – Long Answer Questions, Medium Answer Questions and Short Answer Questions. Each assignment carries 100 marks - 30 marks for Long Answer Question; 40 marks for Medium Answer Questions; and 30 marks for Short Answer Questions.

### **Objectives**

The assignments are part of your evaluation and the marks will be carried in your grade sheets (refer to Section 7 on Evaluation in your Programme Guide). Another objective of the assignments is to assess how well you have understood the concepts explained in the various Blocks of every Course. This is assessed through the questions given in the assignments. Since the Diploma Programme aims to impart to you the requisite knowledge, understanding and skills, the purpose of the assignments is also to test how far you can apply the concepts to Apparel merchandising. Hence you are free to use as many examples and illustrations in your answers.

It is advised that answers should not be copied directly from the Self Learning Material (printed content) that has been given to you.

### **SOME DO'S AND DON'T'S ABOUT SENDING IN ASSIGNMENTS**

#### ***Some Do's***

- 1) When you receive the assignment, check it immediately and ask for the missing page(s), if any.
- 2) Submit your assignments on time at your Study Centre. By doing so, you can benefit from your Counselor's comments on your submitted response sheets.
- 3) Maintain an account of the assignments sent to us and the corrected sheets received by you. This will help you maintain the schedule of your work and avoid the possibility of sending the same assignment a second time.

#### ***Some Don'ts***

- 1) Do not remind us to send back the corrected response sheets. These will be sent to you at the earliest possible.
- 2) Do not misplace / lose your graded assignments. You will need these till the Course is completed.
- 3) Do not enclose doubts for clarification along with the assignment. If you want to draw our attention to something of urgent/important nature, email us separately. Give your roll number, name, address, the title of the Course, the number of the assignment, etc. on top of your letter.

## IMPORTANT INSTRUCTIONS

- 1) Write your roll number, name, full address and date on top right corner of the first page of your response sheets.
- 2) Submit each assignment separately. Write the Course title, assignment number and the name of the Study Centre you are attached to, in the center of the first page of your response sheets.

The top of the first page of your response sheets should look like this:

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Enrolment No.....	Name.....
Course Title.....	Address.....
Assignment No.....	.....
Study Centre.....	Date.....

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Please follow the above format strictly. If you do not follow this format, we will be compelled to return your script to you for re-submission.

- 3) Read the instructions related to assignments printed in the Programme Guide in Section 7.
- 4) Please note that unless you submit all the three assignments contained in this booklet within the stipulated time, you would not be permitted to appear for the Term-End Examination for the respective Course.
- 5) Submit all the 3 Sections - Long Answer Question, Medium Answer Questions, and Short Answer Questions - of each assignment together, otherwise your assignment would be returned to you without being evaluated.

**DIPLOMA IN APPAREL MERCHANDISING  
(DAPMER)**

**Assignments for July 2023 and January 2024 sessions**

**SCHEDULE FOR SUBMISSION OF ASSIGNMENTS**

**For BHC-005, BHC-006, BHC-007**

<b>Assignment Number</b>	<b>Last Date of Submission</b>	<b>Whom to Send</b>
<b>BHC-005/AST/TMA-1/2023/2024</b>	<b>28<sup>th</sup> February 2024 for July 2023 students</b>	<b>The Coordinator of your Study Centre</b>
<b>BHC-006/AST/TMA-2/2023/2024</b>		
<b>BHC-007/AST/TMA-3/2023/2024</b>		
	<b>30<sup>th</sup> June 2024 for January 2024 students</b>	

**Course Code : BHC-005**  
**Course Title : Basics of Apparel Industry and Entrepreneurship**  
**Assignment No. : BHC-005/AST/TMA-1/2023/2024**

**Note:** The assignment has three sections. It contains questions, which require long, medium and short answers. A long answer should not exceed 700 words. Medium answers should not exceed 400 words each. Short answers should not exceed 100 words each.

**Long Answer Questions**

**Maximum Marks: 30**  
**(30 x 1 = 30)**

Attempt any **One** of the following:

- 1) Describe how the growth of apparel industry has evolved in developing countries.
- 2) What does FDI stand for? Explain the challenges and benefits of FDI.
- 3) Define product. Explain product life cycle and product hierarchy in detail.

**Medium Answer Questions**

**Maximum Marks: 40**  
**(20 x 2 = 40)**

Attempt any **Two** of the following:

- 1) Discuss about the various product classifications.
- 2) Explain branding strategy in detail.
- 3) Discuss the current perspectives in Indian apparel exports.
- 4) Write in detail about e-commerce in the apparel industry.
- 5) Describe the sampling and cutting room in the apparel industry.

**Short Answer Questions**

**Maximum Marks: 30**  
**(5 x 6 = 30)**

Write short notes on any **Five** of the following:

- 1) Custom Fit
- 2) Hypermarkets
- 3) Benefits of FDI
- 4) Global Sourcing
- 5) Planning of Product Offering
- 6) Criteria for Choosing Brand Elements
- 7) Brand Portfolio
- 8) Skill sets for Merchandising

**Course Code** : BHC-006  
**Course Title** : Fashion, Textiles, Product Development and Merchandising  
**Assignment No.** : BHC-006/AST/TMA-2/2023 / 2024

**Note:** The assignment has three sections. It contains questions, which require long, medium and short answers. A long answer should not exceed 700 words. Medium answers should not exceed 400 words each. Short answers should not exceed 100 words each.

**Long Answer Questions**

**Maximum Marks: 30**  
**(30 x 1 = 30)**

Attempt any **One** of the following:

- 1) Explain the elements of design using suitable examples and illustrations.
- 2) Define Fashion. Discuss the evolution of Fashion cycle.
- 3) a) How can you identify the fabric according to its properties?  
b) Write about the properties of fabric. Collect five different type of fabric swatches according to their structure and write their properties.

**Medium Answer Questions**

**Maximum Marks: 40**  
**(20 x 2 = 40)**

Attempt any **Two** of the following:

- 1) Discuss the stages of dyeing.
- 2) What is sustainable fashion? Discuss the organizations that are working for environmental safety.
- 3) Describe the different types of silhouettes. Explain with the help of suitable illustrations.
- 4) What is visual merchandising? Write in detail about the elements used in visual merchandising.

**Short Answer Questions**

**Maximum Marks: 30**  
**(5 x 6 = 30)**

Write short notes on any **Five** of the following:

- 1) Types of designs
- 2) Colour wheel
- 3) Gloves as accessory
- 4) Defects in woven fabrics
- 5) Block printing
- 6) Team building
- 7) Colour story
- 8) Recycling of textiles

**Course Code : BHC-007**  
**Course Title : Management of Merchandising Function and Apparel Manufacturing**  
**Assignment No. : BHC-007/AST/TMA-3/2023/2024**

**Note:** The assignment has three sections. It contains questions, which require long, medium and short answers. A long answer should not exceed 700 words. Medium answers should not exceed 400 words each. Short answers should not exceed 100 words each.

**A) Long Answer Questions**

**Maximum Marks: 30**  
**(30 x 1 = 30)**

Attempt any **One** of the following:

- 1) Describe the process of sourcing and discuss different kinds of suppliers involved in sourcing in the Apparel Industry.
- 2) Define the importance of documentation in textiles exports. Classify and discuss commercial and regulatory documents used in foreign exchange regulations.
- 3) Classify costing and pricing. Explain the elements of apparel costing in detail.

**B) Medium Answer Questions**

**Maximum Marks: 40**  
**(20 x 2 = 40)**

Attempt any **Two** of the following:

- 1) Describe strategic sourcing process involved in the garment industry.
- 2) Give the classification of seams. Discuss the factors influencing selection of seams.
- 3) List the test methods used for apparel inspections. Discuss the importance of quality assurance in the apparel industry.
- 4) Explain care labels used in garments. Give suitable examples in your answer.

**C) Short Answer Questions**

**Maximum Marks: 30**  
**(5 x 6 = 30)**

Write short notes on any **Five** of the following:

- 1) Bill of material
- 2) KPI
- 3) Export Promotion Council
- 4) Marker efficiency
- 5) Importance of needles in sewing
- 6) Production costing
- 7) Progressive bundle system
- 8) Lab testing to improve product quality