BFDI-073

CERTIFICATE IN FASHION DESIGN (CFDE)

Term-End Examination

February, 2021

BFDI-073 : INTRODUCTION TO FASHION INDUSTRY

Time : 3 hours　　　　　　　　*Maximum Marks : 100*

Note : Question No. ***1*** *is* **compulsory**. *Answer* ***five*** *questions in all. All questions carry equal marks.*

1. (a) Explain each of the following in 2 – 3 sentences : *7×2=14*

    (i) Staple Fibres

    (ii) Pile Fabric

    (iii) Sateen Weave

    (iv) Regenerated Fibres

    (v) Fashion Forecasting

    (vi) GAP Model

    (vii) Natural Dyes

(b) State whether the following statements are *true* or *false* : 6×1=6

    (i) Wool fibres are protein fibres.

    (ii) Acid dyes are used for silk fabric.

    (iii) Denim comes under non-woven fabric.

    (iv) Footwear Industry comes under Fashion Industry.

    (v) Tarpaulin is unclipped, 100% cotton terry cloth which is highly absorbent.

    (vi) The process of selecting an appropriate market segment is known as targeting.

2. (a) Describe the fabric sourcing methods in detail. 6

    (b) Critically examine the impact of growth of the Global Fashion Industry on the Indian Fashion Industry in the present scenario. 8

    (c) Classify fibres on the basis of their composition. Explain cellulosic fabric. 6

3. (a) Discuss the various tests used for the identification of silk fibres. *8*

(b) Discuss ethical issues in sustainable development in fashion. *8*

(c) Write a note on any *one* of the following : *4*
   (i) Rohit Bal
   (ii) Ritu Beri
   (iii) Manish Arora

4. (a) Explain in brief about the various properties of man-made fibres. *10*

(b) Define customer relations. Explain different methods for identification of target customers. *10*

5. (a) Describe market segmentation in the context of fashion industry. *8*

(b) What do you mean by retail operations ? Discuss the importance of retail operations in fashion industry. *8*

(c) Describe in brief customer's buying behaviour for fashion products. *4*

6. (a) Classify textile fibres on the basis of length. Explain properties of silk fibre in detail. *10*

(b) What are the strategies adopted for fabric sourcing in the apparel industry ? *10*

7. Differentiate between the following : *4×5=20*

(a) Primary properties and Secondary properties of fibres

(b) Apparel retail sector and Fashion retail sector.

(c) Traditional and Present day retail marketing strategies.

(d) Behavioural segmentation and Psychological segmentation

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

(a) Casual Wear

(b) Threats to Sustainability

(c) Role of Fashion Designer

(d) CRM Process

(e) Methods of Fabric Construction

(f) Employee Management

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