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BFDI-073

**CERTIFICATE IN FASHION DESIGN
(CFDE)**

Term-End Examination

December, 2021

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

Time : 3 Hours

Maximum Marks : 100

Note : Answer *five* questions in all. Question No. 1 is compulsory.

1. (a) Explain the following in **2-3** lines only :

2 each

- (i) Convenience store
- (ii) Weft knitting
- (iii) Ethnic wear
- (iv) Staple fibre
- (v) Twill weave
- (vi) Retailer
- (vii) Fabric grain

- (b) Fill in the blanks : 6
 - (i) refers to those retailers who sell through their virtual store accessible over the world-wide web.
 - (ii) includes external factors that affect the operations of business.
 - (iii) is a process of dividing the market into smaller groups having similar characteristics.
 - (iv) is a French term for high fashion.
 - (v) is a second line of merchandise produced by designers that is sold at lower and affordable prices.
 - (vi) Velvet is an example of weave.
- 2. (a) Describe technical test used for identification of wool. 4
- (b) What is Weaving ? Discuss different types of weaves with examples. 8

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- (c) Write a note on any *one* of the following designers : 8
- (i) Ritu Kumar
 - (ii) Tarun Tahiliani
 - (iii) Ritu Beri
3. (a) Describe various types of market segmentation. 10
- (b) Discuss fabric grain and its types. 6
- (c) Explain the role of Promotion in Retail Marketing. 4
4. (a) Explain the role of fabric sourcing in detail. 10
- (b) Discuss different categories of apparel. Explain women's wear. 10
5. (a) What do you mean by customer profile ? 4
- (b) Discuss knitting and its categories. 8
- (c) Explain key components of retail operations. 8
6. (a) What do you understand by ethical fashion ? Identify the ways in which ethical fashion can be adopted. 10
- (b) Discuss the growth and recent trends in Indian Fashion Industry. 10

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7. Differentiate between the following : 20
- (a) Natural and manmade fibres
 - (b) Offline and online channel of retail business
 - (c) Super and Hyper Markets
 - (d) Niche and Micro marketing
8. Write short notes on any *four* of the following : 20
- (a) Street wear
 - (b) Mass marketing
 - (c) Off-Price retailers
 - (d) Cohesiveness in textile fibres
 - (e) Employee management

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