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**BHC-005**

**CERTIFICATE IN APPAREL  
MERCHANDISING (CAPMER)**

**Term-End Examination**

**December, 2022**

**BHC-005 : BASICS OF APPAREL INDUSTRY AND  
ENTREPRENEURSHIP**

*Time : 3 Hours*

*Maximum Marks : 100*

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**Note :** (i) *Attempt any five questions.*

(ii) *All questions carry equal marks.*

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1. Give an overview of the textile industry in India by focussing on the history, growth and segmentation of apparel market. 20
2. (a) How has the growth of apparel industries evolved in developing countries ? 10  
(b) Discuss apparel export industry in India. 10
3. Write an essay on e-Commerce in the apparel industry. 20

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4. (a) Explain how FDI on Indian Apparel Industry is a driver for growth and impact on Indian economy. 10
- (b) Explain the challenges and benefits of FDI. 10
5. (a) Describe the bases for market segmentation. 10
- (b) Write about the scope and challenges of apparel industry in global markets. 10
6. (a) Define product and write about its various classifications. 10
- (b) Explain product life cycle and product hierarchy. 10
7. (a) How are the marketing activities of a brand designed ? 10
- (b) Explain how a branding strategy is formulated. 10
8. Write short notes on any *four* of the following : 4×5=20
- (a) Multifiber Agreement

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- (b) Scope of entrepreneurship in India
- (c) Google Docs
- (d) Workflow of sampling department
- (e) Difference between organised and un-organised retailing
- (f) World Trade Organisation
- (g) Concept of B2B and B2C in apparel industry