

**CERTIFICATE IN FASHION DESIGN
(CFDE)**

Term-End Examination

December, 2022

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

Time : 3 Hours

Maximum Marks : 100

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

(ii) *All questions carry equal marks.*

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

- (i) Weft knitting
- (ii) Cotton silk blend
- (iii) Sustainability

- (iv) Resort wear
- (v) Mineral fiber
- (vi) Automatic vending
- (vii) Calico

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

- (i) Retail marketing helps the retailer in attracting new customer.
- (ii) The fabric has the maximum stretch on lengthwise grain.
- (iii) Elastic recovery is considered as the primary property of textile fibers.
- (iv) Monitoring involves continuous performance evaluation of an employee.
- (v) Crepe fabric has low twisted yarns.
- (vi) Batik is a resist dyeing technique.

2. (a) Discuss the evolution of Indian fashion industry before independence. 8
- (b) Write down the main characteristics of the channel based classification. 6

- (c) Describe the design process in detail. 6
3. (a) What do you mean by sustainable fashion ?
Explain any *three* threats to it. 8
- (b) Write notes on any *three* of the following :
 $4 \times 3 = 12$
- (i) Role of fashion designer
- (ii) Mass market
- (iii) Product life cycle
- (iv) Skill production and employability
- (v) The retailing value chain
4. (a) How can leather and footwear industry be an important part of Indian fashion industry ? Explain it with examples. 10
- (b) Describe the concept of fashion marketing and marketing environment. 10
5. (a) Explain sustainability in fashion industry. What is the impact of environment on it ? 10
- (b) What do you understand by the term 'Retailer' ? Discuss the role of a retail operation manager. 10

6. (a) Explain the term 'ethical fashion'. Discuss the ethical issues in the context of fashion business. 10
- (b) Describe the work of designer Ritu Kumar in detail. 10
7. Differentiate between the following : $4 \times 5 = 20$
- (a) Natural fiber and Man-made fiber
- (b) Technical test and non-technical test
- (c) Targeting and Partitioning
- (d) Fashion design and fashion designer
8. Write short notes on the following : $5 \times 4 = 20$
- (a) Blended of fibre
- (b) Level of segmentation
- (c) Ethnic wear
- (d) Inventory management
- (e) Micro-marketing