

**CERTIFICATE IN APPAREL
MERCHANDISING
(CAPMER)**

**Term-End Examination
December, 2023**

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

Time : 3 Hours

Maximum Marks : 100

Note : *Attempt any **five** questions. All questions carry equal marks.*

1. What is Apparel Merchandising ? Differentiate between apparel and fashion merchandising. Further, give an overview of Textile and Apparel industry. 20
2. Describe the organizational structure and departments of a garment manufacturing unit. Use illustrations wherever necessary. 20
3. Describe the different retail formats covered by the apparel industry in India. 20
4. (a) Explain the concept of globalization. 10
(b) How do you approach global markets ? Elaborate. 10

5. Give a detailed account of the process of identification, evaluation and selection of a business opportunity. 20
6. (a) Describe brand management, its scope and brand equity. 10
- (b) Explain brand elements, and the criteria for choosing and developing them. 10
7. (a) Define a Product. Classify products on the basic of Durability and Tangibility, and Shopping habits. 10
- (b) Define brand portfolio. Explain the role of a merchandiser in branding and the factors influencing the success of a brand. 10
8. Write short notes on any *four* of the following :
4×5=20
- (a) Difference between buyer and consumer
- (b) Building product image
- (c) The *five* levels of product offering
- (d) STP process
- (e) Classification of fabrics based on construction
- (f) *Four* qualities of a merchandiser
- (g) *Five* steps in the process of communication