

No. of Printed Pages : 3

BHC-005

**Certificate in Apparel Merchandising
(CAPMER)**

Term-End Examination

June, 2024

**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. (a) Who is an Apparel Merchandiser ? Explain the merchandising process. 10
- (b) Define segmentation process in Indian Apparel Market with the help of a chart. 10
2. (a) Who is a Retailer ? Explain the typical channel of retailing distribution with the help of examples 10
- (b) Explain the classification of Retailers. 10

3. Explain, how the global apparel market has impacted the Indian apparel market. 20
4. (a) What are the benefits and challenges of Foreign Direct Investment (FDI) ? 10
- (b) Describe any four key drivers of online retailing in India. 10
5. (a) Mention any two Export Promotion Councils and explain their roles in the export market. 10
- (b) What are the five levels of product offering ? Explain. 10
6. Describe Brand Portfolio. Also, explain the role of a merchandiser in Branding and the factors influencing the success of a brand. 20
7. (a) Explain the process of communication with the help of a flowchart. 10
- (b) Describe the principles of communication. 10

P. T. O.

[3]

BHC-005

8. Write short notes on any four of the following :

4 x 5 = 20

- (a) World Trade Organisation
- (b) Oral Communication
- (c) Product Life Cycle
- (d) Brand Equity
- (e) Colour Forecasting
- (f) Screening of Business Opportunities
- (g) Global Trends
