

**DIPLOMA IN FASHION DESIGN
AND RETAIL (DFDR)**

Term-End Examination

December, 2025

BFD-076 : TEXTILE AND FASHION RETAILING

Time : 3 Hours

Maximum Marks : 100

Note : (i) Attempt *five* questions in all.

(ii) Question No. 1 is compulsory.

(iii) All questions carry equal marks.

1. (a) Explain the following in *two to three* sentences each : 5×3=15

- (i) Knock off
- (ii) Pattern layout planning
- (iii) Composition labels
- (iv) Hard Trims
- (v) Pipli Applique work

(b) Fill in the blanks : 5×1=5

- (i) Bamboo fibre is a natural fibre.
- (ii) Colour choices should be done according to type of garment, climate and
- (iii) Clothing is not merely a symbol of identity but also can be interpreted as a
- (iv) involves integration of line planning, line development and line presentation.
- (v) Store assistants have a very special role to play in apparel retail sector as a on whom consumers can rely on, to get their needs matched.

2. (a) Why are ethical and sustainable sourcing practices gaining popularity ? Explain at least *three* factors responsible for successful ethical and sustainable sourcing. 10

- (b) How does fashion promotional writing play a crucial role in building a brand's image ? Discuss in detail. 10
3. (a) What is fashion forecasting ? Explain the importance of fashion forecasting and its role in fashion industry. 10
- (b) What are organic natural fibres ? Discuss its types, properties and applications in detail. 10
4. (a) Explain garment labels. Discuss the importance of garment labels on fashion products. 10
- (b) Describe fabric grain. How does fabric grain affect fabric behaviour and its manipulation. 10
5. (a) Discuss apparel value chain. Explain the utility values and psychological value with reference to fashion garments. 10
- (b) Explain yarn classification on the basis of its length. Describe single ply and double ply yarns. 10

6. (a) Enlist and explain various components of design used in line development. 10
- (b) What points should be kept in mind while selecting buttons for a garment ? List any *five* materials used for making buttons. 10
7. (a) Briefly describe the process of garment presentation. 10
- (b) Differentiate between merchandise plan, line plan and assortment plan. 10
8. Write short notes on any *four* of the following : $4 \times 5 = 20$
- (i) Sketching
 - (ii) Cost sheet
 - (iii) Linear Trimmings
 - (iv) Style boards
 - (v) Erin Meyer's cultural scale
 - (vi) Graphic Design

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