

**CERTIFICATE IN APPAREL
MERCHANDISING (CAPMER)**

Term-End Examination

December, 2025

**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) Describe sampling and cutting room,
and explain their importance in the
apparel industry. 10
- (b) Explain the *five* steps of process flow in
a cutting room. 10
2. Explain the segmentation of the Indian
Apparel Market. 20

3. (a) Define perceptual mapping. Elaborate on its uses. 10
- (b) Explain new enterprise creation in the Indian Apparel Industry. 10
4. (a) Give the definition of Entrepreneurship and explain John Kao's Model of Entrepreneurship. 10
- (b) What is the difference between traditional and non-traditional retailers ? 10
5. (a) What is e-Commerce matrix ? Explain with the help of examples. 10
- (b) Briefly explain the advantages of e-retailing, in terms of consumers and retailers. 10
6. (a) What are the objectives and benefits of business planning ? 10
- (b) Write about the scope and challenges of the apparel industry globally. 10

7. (a) Define product. Classify products on the basis of the following : 10
- (i) Shopping habits
 - (ii) Durability and Tangibility
- (b) Explain how brand elements are developed. 10
8. Write short notes on any *four* of the following : 4×5=20
- (a) Fashion forecasting
 - (b) Chain stores
 - (c) Merchandiser
 - (d) Elements of Communication
 - (e) Spreadsheet
 - (f) Classic and fad
 - (g) Foreign Direct Investment (FDI)

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