

**CERTIFICATE IN APPAREL
MERCHANDISING (CAPMER)**

Term-End Examination

December, 2025

**BHC-006 : FASHION, TEXTILES, PRODUCT
DEVELOPMENT AND MERCHANDISING**

Time : 3 Hours

Maximum Marks : 100

Note : (i) Attempt any **five** questions.

(ii) All questions carry equal marks.

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1. Discuss the manufacturing process of non-woven fabrics. 20
 2. (a) Define fashion. Describe the evolution of fashion cycle with the help of a bell graph. 10
 - (b) Classify silhouettes and figure types. 10

3. Define yarn. Describe the classification of yarn in detail. 20
4. (a) Explain the term 'finishing'. 10
(b) Discuss any *four* types of finishes using examples. 10
5. Explain the following :
(a) Block Printing 10
(b) Resist Printing 10
6. Define Visual Merchandising and explain about store interiors as an element of visual merchandising. 20
7. Describe the following :
(a) Fashion level 10
(b) Promotion activities in Production Merchandising 10
8. Write short notes on any *five* of the following : 5×4=20
(a) Singeing
(b) Digital printing

- (c) RFID
- (d) Sizing and fit
- (e) Importance of media in advertising
- (f) Researching colours and fabrics
- (g) Fashion shows
- (h) Sources of fashion inspiration
- (i) Jacquard weave

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