

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

Term-End Examination

June, 2025

BFD-076 : TEXTILE AND FASHION RETAILING

Time : 3 Hours

Maximum Marks : 100

Note : Attempt *five* questions in all. Question No. 1 is compulsory. All questions carry equal marks.

1. (a) Explain the following in *two to three* sentences each : 5×3=15
- (i) Surface Ornamentation
 - (ii) Brand Labels
 - (iii) Venice Lace
 - (iv) Dress *vs.* Appearance
 - (v) Rogan Printing

(b) Fill in the blanks : 5×1=5

(i) Tencel fibre is also known as
..... .

(ii) determines the direction
of movement of our eye in a
garment.

(iii) The message transmitted by a
garment is incomplete without the
..... of the wearer.

(iv) The holistic concept of a dress is
not limited only to the

(v) Value addition distinguishes the
..... industry from the
common place of apparel industry.

2. (a) Define the concept of global sourcing.
List down at least *five* benefits in the
supply chain management system. 10

(b) What do you understand by fashion
promotional writing ? Explain the role
of fashion promotional writing in
fashion industry. 10

3. (a) Explain the term 'Fashion'. How do fashion and style differ from each other ? Discuss. 10
- (b) Explain the concept of sustainability. Describe the need and characteristics of sustainable fibres and fabric. 10
4. (a) What are hang tags ? Discuss different components of a hang tag used on fashion products. 10
- (b) Enlist some common fabric types and explain its characteristics. 10
5. (a) What do you understand by value addition ? Discuss the types of value addition in apparel. 10
- (b) Define textile yarn. Explain the difference between spun yarn and filament yarn and their characteristics. 10
6. (a) Discuss the major functions performed by a merchandiser and role of a designer in a fashion industry. 10
- (b) What are fashion trimmings ? Discuss different types of trimmings used in garment construction. 10

7. (a) Enumerate different aspects of garment analysis. Explain briefly. 10
- (b) What are the common methods of developing new style ? Describe them briefly. 10
8. Write short notes on any *four* of the following : 4×5=20
- (a) Researching colour and Fabrics
 - (b) Designer worksheet
 - (c) Area Trimmings
 - (d) Structural Trims
 - (e) Fashion Level
 - (f) Impact of Technology on Traditional Craft Market

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