

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

**Term-End Examination
June, 2026**

BFD-076 : TEXTILE AND FASHION RETAILING

Time : 3 Hours

Maximum Marks : 100

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

(ii) Question no. 1 is compulsory.

(iii) All questions carry equal marks.

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

(i) Style Modification

(ii) High end costume

(iii) Brand promotions and Advertising

(iv) Care labels

(v) Button holes

- (b) Fill in the blanks : 5
- (i) Cactus silk is also known as silk.
 - (ii) in the pattern which will be used to cut and sew the sample garment.
 - (iii) The word 'clothing' highlights enclosures that cover the body and typically leaves out
 - (iv) is the application of computer technology to the development of garment up to the point of production.
 - (v) Layout planning plays a crucial role in increasing the aesthetic value of garments made of fabric with
2. (a) Explain the use of block chain technology in apparel industry and how does it help in supply chain management. 10
- (b) What is an advertising campaign ? What does it aim at ? Explain. 10

3. (a) Explain *four* seasons of fashion. Discuss season less fashion in detail with example. 10
- (b) What are regenerated natural fibres ? Discuss its types, properties and its application in detail. 10
4. (a) Enlist different types of garment labels. Discuss each type in detail. 10
- (b) What is fabric detailing ? Describe tucking and pintucking techniques and their role in garment construction. 10
5. (a) Define the concept of value addition. Explain its role in fashion retailing. 10
- (b) Differentiate between woolen and worsted yarns. Explain textured yarns in detail. 10
6. (a) Describe the steps followed in developing a sample garment. Explain with the help of diagrams wherever required. 10
- (b) Discuss the key points to consider while selecting pockets for a garment. Draw any *two* pocket types. 10

7. (a) What are group lines ? Why is it important to have a common theme for these groups ? 10
- (b) What is creative design ? Explain the process for creating designs for merchandise group. 10
8. Write short notes on any *four* of the following : 4×5=20
- (i) Sample garment
 - (ii) Studding and Beading
 - (iii) Tucks
 - (iv) Fabric Boards
 - (v) National Handicraft Development Programme (NHDP)
 - (vi) Visual Merchandising and Signage.

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