

Diploma in Apparel Merchandising

**Assignments for students admitted in
July 2025 and January 2026 sessions**

**School of Continuing Education
Indira Gandhi National Open University
Maidan Garhi, New Delhi-110068**

IMPORTANT ASSIGNMENTS 1-3

Programme: DAPMER

Dear Learners,

You will have to do three assignments as part of Diploma in Apparel Merchandising. **DOING ALL THREE ASSIGNMENTS IS COMPULSORY.** Each assignment has three parts – Long Answer Questions, Medium Answer Questions and Short Answer Questions. Each assignment carries 100 marks - 30 marks for Long Answer Question; 40 marks for Medium Answer Questions; and 30 marks for Short Answer Questions.

Objectives

The assignments are part of your evaluation and the marks will be carried in your grade sheets (refer to Section 7 on Evaluation in your Programme Guide). Another objective of the assignments is to assess how well you have understood the concepts explained in the various Blocks of every Course. This is assessed through the questions given in the assignments. Since the Diploma Programme aims to impart to you the requisite knowledge, understanding and skills, the purpose of the assignments is also to test how far you can apply the concepts to Apparel merchandising. Hence you are free to use as many examples and illustrations in your answers.

It is advised that answers should not be copied directly from the Self Learning Material (printed content) that has been given to you.

SOME DO'S AND DON'T'S ABOUT SENDING IN ASSIGNMENTS

Some Do's

- 1) When you receive the assignment, check it immediately and ask for the missing page(s), if any.
- 2) Submit your assignments on time at your Study Centre. By doing so, you can benefit from your Counselor's comments on your submitted response sheets.
- 3) Maintain an account of the assignments sent to us and the corrected sheets received by you. This will help you maintain the schedule of your work and avoid the possibility of sending the same assignment a second time.

Some Don'ts

- 1) Do not remind us to send back the corrected response sheets. These will be sent to you at the earliest possible.
- 2) Do not misplace / lose your graded assignments. You will need these till the Course is completed.
- 3) Do not enclose doubts for clarification along with the assignment. If you want to draw our attention to something of urgent/important nature, email us separately. Give your roll number, name, address, the title of the Course, the number of the assignment, etc. on top of your letter.

IMPORTANT INSTRUCTIONS

- 1) Write your roll number, name, full address and date on top right corner of the first page of your response sheets.
- 2) Submit each assignment separately. Write the Course title, assignment number and the name of the Study Centre you are attached to, in the center of the first page of your response sheets.

The top of the first page of your response sheets should look like this:

Enrolment No.....	Name.....
Course Title.....	Address.....
Assignment No.....
Study Centre.....	Date.....

Please follow the above format strictly. If you do not follow this format, we will be compelled to return your script to you for re-submission.

- 3) Read the instructions related to assignments printed in the Programme Guide in Section 7.
- 4) Please note that unless you submit all the three assignments contained in this booklet within the stipulated time, you would not be permitted to appear for the Term-End Examination for the respective Course.
- 5) Submit all the 3 Sections - Long Answer Question, Medium Answer Questions, and Short Answer Questions - of each assignment together, otherwise your assignment would be returned to you without being evaluated.

**DIPLOMA IN APPAREL MERCHANDISING
(DAPMER)**

Assignments for July 2025 and January 2026 sessions

**SCHEDULE FOR SUBMISSION OF
ASSIGNMENTS**

For BHC-005, BHC-006, BHC-0007

Assignment Number	Last Date of Submission	Whom to Send
BHC-005/AST/TMA-1/2025/2026	29th February 2026 for July 2025 students	The Coordinator of YourStudy Centre
BHC-006/AST/TMA-2/2025/2026		
BHC-007/AST/TMA-3/2025/2026	30th June 2026 for January 2026 students	

Course Code :BHC-005
Course Title : Basics of Apparel Industry and Entrepreneurship
Assignment No. : BHC-005/AST/TMA-1/2025/2026

Note: The assignment has three sections. It contains questions, which require long, medium and short answers. A long answer should not exceed 700 words. Medium answers should not exceed 400 words each. Short answers should not exceed 100 words each.

A) Long Answer Questions

Maximum Marks: 30

(30 x 1 = 30)

Attempt any **One** of the following:

- 1) Describe how the segmentation process is carried out in the Indian apparel market
- 2) What is meant by Foreign Direct Investment (FDI)? Describe the key benefits and challenges linked to FDI.
- 3) Describe the concept of a brand portfolio, and explain the role of the merchandiser in branding, along with the key factors that influence brand success

B) Medium Answer Questions

Maximum Marks: 40

(20 x 2 = 40)

Attempt any **Two** of the following:

- 1) Explain the process of communication and discuss the barriers that can hinder effective communication
- 2) Explain the merchandising process in detail.
- 3) Discuss the classification of retailers.
- 4) Write about e-commerce in the apparel industry.

C) Short Answer Questions

Maximum Marks: 30

(5 x 6 = 30)

Write short notes on any **Five** of the following:

- 1) Product life cycle
- 2) Brand Equality
- 3) Hypermarkets
- 4) Cutting Department
- 5) Skill set for merchandising
- 6) Brand portfolio
- 7) Online retailing