

**Assignments of BFDI – 073: Introduction to Fashion Industry**  
**Skill Enhancement Course for BAG/BSCG**  
**July, 2026**

Dear Learner,

As a requirement of the Programme, you will have to do one Tutor Marked Assignment (TMA) for each course. Before you attempt the assignments, please read the instructions carefully provided in the Programme Guide. It is important that you answer the TMA questions in your own words. Remember, writing answers to assignment questions will improve your writing skills and prepare you for the term-end examination. You are requested to submit the assignments at your respective Regional Centers/ Study Centers. It is desirable to keep with you a photocopy of the assignments submitted by you. Once evaluated, the Regional Centre/Study Centre will return the assignments to you.

Wishing you all the best.

COURSE COORDINATOR (BFDI-073)

**Assignment 03 (BFDI-073)- July, 2026**

**Course: BFDI-073: Introduction to Fashion Industry**

**Skill Enhancement Course for BAG/BSCG**

**Due Date: October 31, 2026 (For latest updates, refer SED Notification**

**On IGNOU's website)**

Max. Marks: 50

Marks Weightage: 30%

## **Part I**

Q1- Discuss the growth of Indian Fashion Industry in the present scenario with example. (10 Marks)

Q2- Write a short note on:

(5X2=10 Marks)

(a) Properties of Viscose Rayon

(b) Manish Arora

Q3- What do you mean by Fashion Marketing? Explain about STP process in detail. (10 Marks)

## **Part II Case Study/Activity**

Q4- Prepare a summary report of any one female and kids fashion retail outlet in perspective to its summer collection 2026. (20 Marks)