

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

Course: BFDI-073: Introduction to Fashion Industry

Skill Enhancement Course for BAG/BSCG

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

On IGNOU's website)

Max. Marks: 50

Marks Weightage: 30%

Part I

Q1- What is the role of sustainability, retail marketing and trend setting in the fashion business. (10 Marks)

Q2- Write a short note on: (5X2=10Marks)

(a) Hyper Markets

(b) Role of fabric sourcing in fashion industry.

Q3- Discuss organized and unorganized fashion retailing. (10 Marks)

Part II Case Study/Activity

Q4- Write a survey report (Approx 1000 words) on any one kids wear brand. (20 Marks)