

ASSIGNMENT BOOKLET

Diploma in Fashion Design and Retail

(DFDR)

ASSIGNMENTS (01 to 07)

July 2026 Session

**(BFDI- 071,072,073 BFD-074, BFD-076, BFD-077 and
BFD- 078)**



School of Vocational Education and Training Indira Gandhi
National Open University Maidan Garhi, New Delhi-
110068

Dear Students,

The Diploma in Fashion Design and Retail (DFDR) consists of 7 theory courses. The assessment of theory courses is done in two components i.e. continuous assessment (assignment) and term-end examination. There is one assignment for each theory course, thus a total of seven assignments for the programme.

Before attempting the assignments, please read the following instructions carefully.

1. First of all, read the assignment /questions and instructions carefully and identify the components of an assignment. You should read the relevant sections and sub-sections of a unit while preparing your responses and write answers in your own words. Your responses should not be a verbatim reproduction of the textual materials/blocks provided for self-learning purposes. We also suggest that you read additional materials available in your study center or from any other library before preparing your responses. But extra reading is not a must to answer these assignments.

2. On the top of the first page of your answer sheet, please write the details exactly in the following format.

Enrolment no.:

Name:

Address:

.....

Course Code:

Course Title:

Study Centre:

(Name and Code) Date:

3. Use full size paper for writing your answer.

4. Leave a 4 cm margin on the top, bottom, and left of your answer sheet.

5. Indicate question no. and part of the question being solved while writing your answers.

6. Please remember that it is compulsory to send scanned copies of handwritten assignments through email to the respective Regional Centre email or upload on the link provided by RCs or the hard copy of handwritten assignments to your concerned regional centre/Study centre before you can take the Term End Exams or else you will not be issued hall tickets.

7. We strongly suggest that you should **retain a copy of your assignment responses.**

8. The students should not copy from the response sheets of other students. If copying is noticed, the assignments of such students will be rejected, and disciplinary action can be taken against the students as per rules of the University.

9. Under no circumstances Assignments should be sent to the (SED) for evaluation.

Wishing you good luck

BFD-077

Course: Fashion Retail Marketing, Operations and Store Management

Maximum Marks : 50 (Weightage:30%)

Last Date of Submission : 31st October, 2026

**(For latest updates, refer SED Notification
On IGNOU's website)**

Maximum Marks: 50

Q1. What is Store Design? Discuss its various elements. (10 Marks)

Q2. Discuss factors affecting consumer purchase decision making process. (10 Marks)

Q3. Write short notes on the following: (4X5=20 Marks)

- a. Sources of Sales Promotion
- b. Maslow's Hierarchy of Needs
- c. Customer Loyalty
- d. Job Specification

Q4. Give a brief account of CRM.

(10 Marks)