

ASSIGNMENT BOOKLET

Diploma in Fashion Design and Retail

(DFDR)

ASSIGNMENTS (01 to 07)

January 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 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. Assignments have to be sent to the coordinator of your study center/Regional Centre/School of Vocational Education and Training, IGNOU, Maidan Garhi, New Delhi.

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

8. In each assignment all questions are compulsory.

Wishing you good luck

Assignment 06: BFD-077

Course: Fashion Retail Marketing, Operations and Store Management

**Maximum
Marks: 50**

Q1. Describe Personal selling. (10 Marks)

Q2. Discuss factors affecting consumer purchase decision making process.

(10 Marks)

Q3. Write short notes on the following:

(4X5=20

Marks)

- a. B2C
- b. Maslow's Hierarchy of Needs
- c. Customer Loyalty
- d. Price Discrimination

Q4. Give a brief account of CRM.

(10 Marks)