

**CERTIFICATE IN APPAREL
MERCHANDISING
(CAPMER)**

Term-End Examination

December, 2024

**BHC-005 : BASICS OF APPAREL INDUSTRY AND
ENTREPRENEURSHIP**

Time : 3 Hours

Maximum Marks : 100

Note : Attempt any *five* questions. All questions carry equal marks.

1. (a) Give the definition of Entrepreneurship and explain John Kao's Model of Entrepreneurship. 10
- (b) What is the importance of cutting room in an apparel industry ? Explain the *five* steps of process flow in a cutting room. 10
2. (a) What is the difference between Traditional and Non-Traditional Retailers ? 10

- (b) Explain the factors responsible for the growth of Indian Apparel Industry. 10
3. (a) Explain with the help of examples, the e-Commerce matrix. 10
- (b) What are the various advantages of e-retailing, in terms of consumers and retailers ? 10
4. (a) Explain the bases for market segmentation in the apparel industry. 10
- (b) Define Perceptual Mapping. What are the various uses of Perceptual Mapping ? 10
5. (a) Write about the scope and challenges of the apparel industry in the global market. 10
- (b) What are the objectives and benefits of business planning ? Explain. 10
6. (a) Define 'Product'. Classify products on the basis of : 10
- (i) Durability and Tangibility
- (ii) Shopping habits

- (b) Explain the parameters responsible for building a product image. Further, describe product hierarchy. 10
7. (a) What are the criteria for choosing brand elements ? 10
- (b) Explain how brand elements are developed. 10
8. Write short notes on any *four* of the following :
- 4×5=20
- (a) Elements of communication
- (b) Points of parity and points of difference
- (c) Spreadsheet
- (d) Fashion forecasting
- (e) Chain stores
- (f) Qualities of a merchandiser
- (g) Classic and fad

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