

**CERTIFICATE IN APPAREL
MERCHANDISING (CAPMER)**

Term-End Examination

December, 2024

**BHC–006 : FASHION, TEXTILES, PRODUCT
DEVELOPMENT AND MERCHANDISING**

Time : 3 Hours

Maximum Marks : 100

Note : (i) Attempt any **five** questions.

(ii) All questions carry equal marks.

1. Write an essay on the elements of design. Use suitable examples wherever necessary. 20
2. (a) What is meant by figure type ? What are the various figure types that contribute to the selection of clothing styles ? 10
- (b) What is the importance of 'fabric grain' and 'darts' in shaping garments ? 10

3. (a) Discuss the evolution of fashion cycle. 10
- (b) What are the various sources of fashion inspiration that motivate and inspire designers ? 10
4. Write an essay on the classification of man-made fibres. 20
5. What is the difference between basic weave and fancy weave ? Describe any *four* types of fancy/complex weaves with the help of suitable diagrams. 20
6. Write an essay on the classification of dyes. 20
7. (a) What are the various pollutants in our surroundings and how do they impact our health ? 10
- (b) What is the difference between soft and hard trims ? Explain with the help of examples. 10
8. Write short notes on any *four* of the following :
4×5=20
- (a) Communicating design concepts

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- (b) Functional design
- (c) Cotton
- (d) Scouring
- (e) Impact of internet and interactive media
- (f) Trickle up theory
- (g) Visual merchandising

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