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BHC-006

**CERTIFICATE IN APPAREL
MERCHANDISING (CAPMER)**

Term-End Examination

December, 2025

**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.

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1. Discuss the manufacturing process of non-woven fabrics. 20
 2. (a) Define fashion. Describe the evolution of fashion cycle with the help of a bell graph. 10
(b) Classify silhouettes and figure types. 10

3. Define yarn. Describe the classification of yarn in detail. 20
4. (a) Explain the term 'finishing'. 10
(b) Discuss any *four* types of finishes using examples. 10
5. Explain the following :
- (a) Block Printing 10
(b) Resist Printing 10
6. Define Visual Merchandising and explain about store interiors as an element of visual merchandising. 20
7. Describe the following :
- (a) Fashion level 10
(b) Promotion activities in Production Merchandising 10
8. Write short notes on any *five* of the following : 5×4=20
- (a) Singeing
(b) Digital printing

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- (c) RFID
- (d) Sizing and fit
- (e) Importance of media in advertising
- (f) Researching colours and fabrics
- (g) Fashion shows
- (h) Sources of fashion inspiration
- (i) Jacquard weave

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