

**CERTIFICATE IN APPAREL
MERCHANDISING (CAPMER)**

Term-End Examination

June, 2025

**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. Write an overview of the Indian Textile Industry, focusing on the history, growth and segmentation of apparel market. 20
2. (a) Who is a retailer ? Explain the typical channel of retailing distribution with the help of examples. 10
- (b) Explain the classification of retailers. 10

3. Explain how the global apparel market has impacted the Indian apparel market. 20
4. (a) What are the benefits and challenges of Foreign Direct Investment (FDI) ? 10
(b) Describe the impact of FDI on the Indian Apparel Industry. 10
5. What is Brand Portfolio ? Explain the role of a merchandiser in branding and the factors influencing the success of a brand. 20
6. (a) Describe any *one* Export Promotion Council and explain its role in the export market. 10
(b) Explain the *five* levels of product offering. 10
7. Write an essay on the principles and process of communication. Explain with the help of a flowchart. 20
8. Write short notes on any *four* of the following : 4×5=20
(a) Brand equity

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- (b) Colour forecasting
- (c) Global trends
- (d) Product hierarchy
- (e) Communication
- (f) World Trade Organisation
- (g) Screening of business opportunities

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