

**CERTIFICATE IN APPAREL
MERCHANDISING (CAPMER)**

Term-End Examination

June, 2026

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

Time : 3 Hours

Maximum Marks : 100

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

(ii) All questions carry equal marks.

1. Give an overview of the textile industry in India by focusing on the history, growth and segmentation of apparel market. 20
2. Write an essay on e-commerce in the apparel industry. 20
3. Discuss the following skill-sets for apparel merchandising :
 - (i) Fashion Forecasting 10
 - (ii) Design Development 10

4. (a) What is FDI ? Describe any *four* reasons for rapid increase in FDI in the past two decades, particularly for developing countries. 10
- (b) Explain the impact of FDI on the Indian Apparel Industry. 10
5. (a) Define product and write about its various classifications. 10
- (b) Explain product life cycle and product hierarchy. 10
6. (a) What is perceptual mapping ? Explain the uses of perceptual mapping. 10
- (b) Explain new enterprise creation in the apparel industry. 10
7. Define communication. Explain principles of communication, barriers and feedback in communication. 20

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8. Write short notes on any *four* of the following : 4×5=20

- (a) Word Processor
- (b) Disadvantages of E-retailing
- (c) World Trade Organization
- (d) Criteria for choosing brand elements
- (e) Fashion Designer
- (f) Workflow in Cutting department
- (g) SRI-VALS model for market segmentation

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