

ASSIGNMENT BOOKLET

Diploma in Fashion Design and Retail

(DFDR)

ASSIGNMENTS (01 to 07)

July 2024 and January 2025 Session

(BFDI7- 071,072,073 BFD-074, BFD-076, BFD-077 and BFD-078)



School of Vocational Education and Training Indira Gandhi National Open
University Maidan Garhi, New Delhi- 110068

Dear Students,

The Diploma in Fashion Design and Retail (DFDR) consists of 7 theory courses. The assessment of theory courses is done in two components i.e. continuous assessment (assignment) and term-end examination. There is one assignment for each theory course, thus a total of seven assignments for the programme.

Before attempting the assignments, please read the following instructions carefully.

1. First of all, read the assignment /questions and instructions carefully and identify the components of an assignment. You should read the relevant sections and sub-sections of a unit while preparing your responses and write answers in your own words. Your responses should not be a verbatim reproduction of the textual materials/blocks provided for self-learning purposes. We also suggest that you read additional materials available in your study center or any other library before preparing your responses. But extra reading is not a must to answer these assignments.

2. On the top of the first page of your answer sheet, please write the details exactly in the following format.

Enrolment no.:

Name:

Address:

Course Code:

Course Title:

Study Centre:

(Name and Code)

Date:

3. Use full size paper for writing your answer.

4. Leave a 4 cm margin on the top, bottom, and left of your answer sheet.

5. Indicate question no. and part of the question being solved while writing your answers.

6. Assignments have to be sent to the coordinator of your study center/Regional Centre/School of Vocational Education and Training, IGNOU, Maidan Garhi, New Delhi.

7. We strongly suggest that you should retain a copy of your assignment responses.

8. In each assignment all questions are compulsory.

Wishing you good luck

Assignment 01 (BFDI-071)

Course: BFDI-071: Fundamentals of Fashion Design

Max. Marks: 50 Marks

- Q1. Explain Protection and Comfort as function of clothing. (10 Marks)
- Q2. Define the following terms: (2X5=10 Marks)
- a) PowerPoint
 - b) Primary Colors
 - c) Harmony
 - d) GSM
 - e) FDCI
- Q3. Discuss the clothing of fashion in the Royal families of India. (10 Marks)
- Q4. Draw a female croqui and drape a one-piece garment over it using geometric shapes. (20 Marks)

Assignment 02 (BFDI-072)

Course: BFDI – 072: Basics of Pattern Making and Sewing

Max. Marks: 20 Marks

- Q 1- Write in detail the function of pressing in garment manufacturing also discuss its types. (10 Marks)
- Q 2- Differentiate between direct drafting and pattern making with the help of a diagram. (10 Marks)

Assignment 03 (BFDI-073)

Course: BFDI – 073: Introduction to Fashion Industry

Maximum Marks: 50 Marks

Part I

Q1- What is the role of sustainability, retail marketing and trend setting in the fashion business.

(10 Marks)

Q2- Write a short note on:

(5X2=10 Marks)

(a) Hyper Markets

(b) Role of fabric sourcing in fashion industry.

Q3- Discuss organized and unorganized fashion retailing.

(10 Marks)

Part II

Case Study/Activity

Q4- Write a survey report (Approx 1000 words) on any one kids wear brand.

(20 Marks)

Assignment 04 (BFD-074)

Course: BFD-074: Communication and Entrepreneurship

Max. Marks: 50 Marks

Q1. What do you understand by fashion communication? Explain graphic design for fashion

(10 Marks)

Q2. What do you understand by the financial plan for a business? Why is the financial plan important to a company.

(10 Marks)

Q3. Write short notes on the following:

(5X2=10 Marks)

(a) B2B

(b) Fashion Journalism

Q 4. Explain E-commerce in fashion industry. Discuss retail strategies for E-commerce followed in fashion industry.

(20 Marks)

Assignment 05: BFD-076
Course: BFD-076: Textile and Fashion Retailing

Maximum Marks: 50

- Q1. Explain innovative and bio-engineered fibres in detail. (10 Marks)
- Q2. How does fashion promotional writing plays a crucial role in building a brands image. (10 Marks)
- Q3. Define the following terms: (2X5=10 Maarks)
- A. Eco Mark
 - B. Oeko Tex
 - C. Flock Yarn
 - D. Metal Labels
 - E. Surface Ornamentation
- Q4. How society has shaped macro fashion trends in recent history? (10 Marks)
- Q5. Briefly describe the process of garment presentation. (10 Marks)

Assignment 06: BFD-077
Course: BFD-077: Fashion Retail Marketing, Operations and Store Management

Maximum Marks: 50

- Q1. Explain the emerging trends in fashion retail marketing. (10 Marks)
- Q2. Discuss different sources of sales promotion. (10 Marks)
- Q3. Write short notes on the following: (4X5=20 Marks)
- a. SPIN selling
 - b. Consumer Decision Making Process
 - c. Credit and Cash Management
 - d. Price Discrimination
- Q4. What are the strategies followed by Pantaloon with respect to category management? (10 Marks)

Assignment 07: BFD-078
Course: BFD-078: Visual Merchandising and IT Application in Retailing

Maximum Marks: 50

- Q1. Explain the trends in visual merchandising. Also discuss why visual merchandising is important. (10 Marks)
- Q2. Enumerate the types of retail formats. What do you understand by Malls? (10 Marks)
- Q3. Define the following terms: (2X5=10 Marks)
- a. Kiosk
 - b. Pegboard Display
 - c. Electronic Data Interchange
 - d. Arithmetic Logic Unit (ALU)
 - e. Good Return
- Q4. What is E-retailing? Discuss the component, advantages and shortcomings of e-retailing. (20 Marks)