

Dr. Babasaheb Ambedkar Open University
Term End Examination January – 2026

Course	: Diploma /Certificate Course	Date	: 09/03/2026
Subject Code	: DFD/CFD-05	Time	: 11:30am to 01:45pm
Subject Name	: Fashion Concept and Merchandising	Duration	: 02.15 Hours
		Max. Marks	: 70

Q-1 Which are different factors of society influence on clothing? **14**

OR

Explain fashion cycle.

Q-2 Enlist basic fashion terminologies and explain any seven in brief. **14**

OR

Enlist leading fashion designers of India. Explain any two.

Q-3 Enlist leading fashion designers of world. Explain any two. **14**

OR

Why the selection of clothes should be according to its end-use?

Q-4 Explain short note on the following (Any two) **14**

1. Fit of a garment
2. Fashion merchandising
3. Ancient costume of Rome
4. Advertisement

Q-5 Explain the following terms. (Any two) **14**

1. Market research
2. Ajrakh print of Gujarat
3. Importance of labels
4. Types of apparel retail merchandising
5. Importance of quality management
