NIFT

ENTRANCE GUIDE

Fashion Management & Technology

B.F.Tech | MFM | M.F.Tech

Includes online mocks (QR)

Case studies, and interviews for MFM and M.F.Tech.



25
GAT chapters with scored practice sets

6-step
case-study method

QR
Full-length online mocks

BODHVERSE EDITORIAL

RUCHI VERMA

NIFT Entrance Guide

Fashion Management and Technology

B.F.Tech, MFM and M.F.Tech

Includes online mocks (QR)

NIFT Entrance Guide: Fashion Management and Technology
B.F.Tech, MFM and M.F.Tech

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Independent publication. This book is an independent coaching resource. It is not affiliated with, sponsored by or endorsed by the National Institute of Fashion Technology (NIFT) or the Ministry of Textiles. “NIFT” is used only to name the examination this book prepares for.

Source of exam facts. The exam structure, section names, weightage and eligibility described here follow the pattern NIFT published in its Prospectus and Admission Guidelines as available when this edition was prepared. NIFT may revise them. Dates, fees and deadlines change every year, so they are not printed here: use the “Check every year” table in this book and confirm everything on www.nift.ac.in before you register and before the test.

Original questions. All practice questions, cases and creative briefs in this book are original and written for this book. They are not reproductions of past NIFT papers.

Facts that change. Current-affairs and industry data are dated; this book teaches you to build dated notes and keeps only stable background. Preparation material cannot guarantee a rank, a score or admission.

Corrections and comments: editor@bodhverse.com · bodhverse.com

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Preface

The management and technology courses of NIFT ask for a different kind of preparation from the design courses. There is no drawing sheet. In its place there is a case study, in which you are given a business or production situation with figures and are asked to read it, work with the numbers and decide. Many students are good at each separate subject and still find the case study hard, because it asks them to use arithmetic, English and plain commonsense together, against the clock. This book has been written to give you that practice.

The marks are divided as follows. For B.F.Tech, Section A of the General Ability Test carries 30 per cent and Section B carries 70 per cent; Section B has quantitative and analytical questions as well as the case study. For MFM and M.F.Tech, the written test carries 70 per cent and the Personal Interview 30 per cent. In every one of the three courses, therefore, the written test decides most of the result, and the case study is the part that most candidates have not practised.

The book follows the examination in the order you will meet it. First comes the General Ability Test: English, Quantitative Ability, Analytical and Logical Ability, and General Knowledge. Then comes the case study, with a method of attack, a primer of the formulas used, and worked cases. Then the Personal Interview, and for M.F.Tech candidates a supplement on engineering topics. Every chapter has the same plan. It tells you where the topic comes in the paper, gives the rules in short form, works out examples step by step, and then gives you two practice sets with answers.

A word about what we do not know. The prospectus gives the case study a place in the paper but publishes no specimen of it. It does not publish an engineering syllabus for M.F.Tech, and it does not say how the interview marks are divided. Where we have had to make a sensible guess, we have said so in the text. Please do not take such a guess as a promise about the paper. The engineering supplement in particular is only indicative, so use your degree textbooks as the main source. Read the current Information Bulletin when it comes out and trust it over any book, this one included. Preparation material cannot guarantee a rank, a score or admission.

We have tried to keep the book free of mistakes, but some may remain. If you find one, please write to editor@bodhverse.com, and we shall correct it in the next printing.

We wish you success.

Bodhverse Editorial

How to Use This Book

Please read this page before you begin. It will save you time later.

1. Look at the plan of a chapter. Every chapter begins with a short note, *Where it appears*, which tells you which part of the examination the topic belongs to and which courses it is meant for. If it is not meant for your course, leave it and go on.

2. Learn the rules from the tables. The rules and facts are given in tables so that you can revise them quickly on the last day. Do not try to learn a table at one sitting. Read it, cover it, and write it from memory.

3. Work through the solved examples with a pencil. Do not merely read them. Cover the solution, try the example yourself, and then compare your steps with ours. This is the quickest way to learn a method.

4. Attempt the two practice sets. Practice Set 1 is of the foundation level. Practice Set 2 is harder and is meant for the time when you are sure of the basics. The answers, with notes and workings, are given at the end of each chapter.

5. Score yourself honestly. At the end of each chapter there is a small table of score bands. It tells you whether to go on to the next chapter or to read this one again. Please follow it. Students who skip this step are the ones who are surprised on the day of the test.

Marking used in this book. Every correct answer carries 1 mark and every wrong answer loses one quarter of a mark, which is the scheme stated in the prospectus. A question left unattempted carries no marks, positive or negative. All the practice sets and mocks in this book are marked in the same way.

The Exam at a Glance

Programmes covered. B.F.Tech (Bachelor of Fashion Technology): Apparel Production; MFM (Master of Fashion Management): Fashion Management; M.F.Tech (Master of Fashion Technology): Fashion Technology.

Eligibility

As described in the NIFT prospectus; confirm each year.

The **Information Bulletin** is issued by the National Testing Agency for each cycle; the **Prospectus** and **Admission Guidelines** are issued by NIFT. This book follows the Bulletin, Prospectus and Guidelines that were available when this edition was prepared. Exam details can change, so confirm everything in the current documents. Bachelor's programmes have an age limit: under 24 years on 1 August of the year of admission, with 5 years' relaxation for SC, ST and PwD candidates. Not every campus offers every programme, and offerings change; check the current Prospectus.

Programme	Qualifying examination
B.F.Tech	The same routes as B.Des, with Mathematics at 10+2, or a 3 or 4 year diploma in any branch of Engineering
MFM	Undergraduate degree in any discipline from a recognised institute or university in India, or a three-year undergraduate diploma from NIFT or NID. No age limit applies; final-year candidates may apply, subject to proof of qualification at admission
M.F.Tech	B.F.Tech from NIFT; or B.E./B.Tech from a recognised institute or university in India; or a four-year B.F.Tech from a recognised institute or university in India. No age limit applies; final-year candidates may apply, subject to proof of qualification at admission

What you will sit

Component	Mode	B.F.Tech	MFM	M.F.Tech
GAT Section A	Computer-based	Yes	Yes	Yes
Case study	Computer-based	Yes (Section B)	Yes (Section B)	Yes
Engineering questions	Within the GAT (indicative)	No	No	Yes
Personal Interview	Shortlisted candidates	No	Yes	Yes

Weightage in the final score

Programme	Weights
B.F.Tech	GAT Section A 30%, Section B 70%
MFM	GAT 70%, Personal Interview 30%
M.F.Tech	GAT 70%, Personal Interview 30%

GAT structure (number of questions)

Item	B.F.Tech Section A	B.F.Tech Section B	MFM	M.F.Tech
Duration	120 min	60 min	180 min (Section A 2 hr + Section B 1 hr)	180 min
Communication Ability and English Comprehension	40	-	50	45
Quantitative Ability	20	15	20	30
Analytical and Logical Ability	15	15	25	25
General Knowledge and Current Affairs	25	-	25	25
Case Study	-	20	30	25
Total	100	50	150	150

M.F.Tech also has some questions from the engineering field. The prospectus notes that numbers of questions and difficulty may vary by year and programme.

Check every year

Dates, fees and deadlines are announced afresh for each admission cycle, so this book does not print them. Fill this table from the current Information Bulletin on www.nift.ac.in as soon as it is published.

What to check	Where to look	Write it here
Written test date	Information Bulletin, NIFT website	
Registration opening and closing dates; late-fee window	Information Bulletin	
Application fee for your category and number of programmes	Information Bulletin	
Admit card release	NIFT website / testing agency portal	
Test duration and question counts for your programme (compare with the table above)	Information Bulletin	
Later stages after the written test and their months	Information Bulletin	
Any change in weightage or eligibility	Information Bulletin	
Reporting time and what you may carry	Admit card	

Rules that cost candidates dearly

1. **Documents.** Keep qualifying-certificate mark sheets and category documents ready for verification at seat allocation.
2. **Negative marking.** Each wrong answer in the GAT costs 0.25 mark. Guess only when you can eliminate at least one option.

What Is in This Book

Part	Title	For
A1	English: Communication Ability and Comprehension (7 chapters)	All
A2	Quantitative Ability (8 chapters)	All
A3	Analytical and Logical Ability (5 chapters)	All
A4	General Knowledge and Current Affairs (5 chapters)	All
B	Case Study	B.F.Tech, MFM, M.F.Tech
E	Personal Interview (E1 to E6); engineering supplement (E7 to E11)	MFM, M.F.Tech; supplement for M.F.Tech only
F	Interview mock scripts	MFM, M.F.Tech
Mocks	Full-length mocks on the web (QR codes)	As marked
Appendix	Answer-key index; abbreviations	As needed

You are applying for	Read
B.F.Tech only	Opening matter, A1 to A4, B (cases for the Section B case study),
MFM only	Opening matter, A1 to A4, B, E (E1 to E6), Part F MFM script
M.F.Tech only	Opening matter, A1 to A4, B, E (all, including the engineering supplement E7 to E11), Part F M.F.Tech script
MFM and M.F.Tech	Everything

If you are also applying for B.Des or M.Des, you will need the companion book, *NIFT Entrance Guide: Design*, for the Creative Ability Test and the Situation Test; the GAT core is the same.

Study Plans

Every student has a different number of weeks in hand, so we give plans of 12, 8 and 4 weeks. Count back from the date of your test and choose the plan that fits. Whatever the plan, keep to this rule: in each week, study on five days, take a mock test or revise on the sixth, and rest on the seventh. A tired student learns very little, and a day's rest is not a day wasted.

12-week plan (B.F.Tech)

Weeks	Work
1 to 3	A2 Quantitative Ability, all chapters
4 to 5	A1 English, all chapters
6 to 7	A3 Analytical and Logical Ability
8	A4 General Knowledge
9 to 10	Part B: formula primer and cases 1 to 6
11	Mixed timed sections, full GAT mock
12	Revision, A4 Ch 5 refresh, rest

12-week plan (MFM)

Weeks	Work
1 to 3	A2 Quantitative Ability, all chapters
4 to 5	A1 English, all chapters
6 to 7	A3 Analytical and Logical Ability
8	A4 General Knowledge
9 to 10	Part B: formula primer and cases
11	Full GAT mock; interview preparation E1 to E4
12	Mock interviews, A4 Ch 5 refresh, rest

12-week plan (M.F.Tech)

Weeks	Work
1 to 3	A2 Quantitative Ability (30 questions in the paper, so go deep)
4	A1 English
5	A3 Analytical and Logical Ability
6	A4 General Knowledge
7 to 8	Part B cases; E8 primer and E9 practice
9	Full GAT mock
10	Interview preparation E1 to E6
11	Mock interviews; second GAT mock
12	Revision, A4 Ch 5 refresh, rest

8-week and 4-week versions

Undergraduate programmes.

Plan	How to compress
8 weeks	Do each module once; skip Practice Set 2 except in your two weakest chapters; keep daily 10-minute observation drawing (B.Des) or one case a day (B.F.Tech)
4 weeks	Take the score-yourself bands as a diagnosis: study only chapters where you score below the “Good” band; do one full timed GAT mock a week; for B.Des, one CAT task and one hands-on build a week

Postgraduate programmes.

Plan	How to compress
8 weeks	Do each module once; skip Practice Set 2 except in your two weakest chapters; one case a day; two mock interviews
4 weeks	Use score-yourself bands as a diagnosis; study only chapters below the “Good” band; one timed GAT mock a week; one mock interview a week

Weekly rhythm

Day	Task
Mon to Fri	One chapter session (60 to 90 min) and 20 min current affairs
Sat	Timed mock or mixed set; mark and review
Sun	Rest or light revision

Instructions for the Practice Sets

A practice set is useful only if it is attempted properly. Please follow these instructions.

1. Sit down with a watch. Give yourself the time that the exam would give for that number of questions, and attempt the whole set at one sitting. Do not look at your notes or at the answers.
2. When the time is over, mark your paper with the key. Count the right answers, the wrong answers and the questions you left out.
3. Work out your score: the number of right answers, less one quarter of the number of wrong answers.
4. Against every mistake write one line giving the cause. It will be one of four: you did not know the concept, you made a careless slip, you ran short of time, or you guessed. After a week you will see which of the four is costing you the most.
5. Read the explanation of each question that you got wrong, even if you think you understand it.
6. After three days, attempt only the questions you got wrong. Do not repeat the whole set.

A few hints for the examination hall.

- Read each question completely before you look at the choices.
- If a question is taking more than a minute or so, mark it, leave it and come back to it if time remains.
- Because a wrong answer costs a quarter mark, do not guess blindly. If you can rule out at least one of the four choices, answer; if you can rule out two, always answer. If you can rule out none, leave the question.
- Keep a few minutes at the end to look again at the questions you marked.

Full-Length Mock Tests on the Web

Besides the practice sets in the chapters, this book gives you full-length mock tests, which you take on a phone, tablet or computer. Scan the code with your phone camera, or type the address printed beside it into your browser.



B.F.Tech Section A Mocks

Mocks 1 to 4. Each has 100 questions (English 40, Quantitative 20, Analytical 15, General Knowledge 25) to be done in 120 minutes.

`bodhverse.com/mocks/ug-gat.html`

Password: `accessdenied`



MFM Section A Mocks

Mocks 1 to 3. Each has 120 questions (English 50, Quantitative 20, Analytical 25, General Knowledge 25) to be done in 120 minutes.

`bodhverse.com/mocks/pg-gat.html`

Password: `accessdenied`



Case-Study Mocks

B.F.Tech Section B sets (50 questions in 60 minutes; open them with #mock11, #mock12 and #mock13) and MFM case-study sets (30 questions; open them with #mock21, #mock22 and #mock23).

`bodhverse.com/mocks/case-study.html`

Password: `accessdenied`



M.F.Tech Mocks

Two full papers of 150 questions in 180 minutes (open them with #mock31 and #mock32). The engineering questions in them are indicative and carry the tag “Engineering (indicative)”.

`bodhverse.com/mocks/mftech.html`

Password: `accessdenied`

Instructions for the Mock Tests

1. Take each mock at one sitting, in the time given for it. Keep your notes closed and do not use the phone for anything else.
2. Each correct answer carries 1 mark and each wrong answer loses one quarter of a mark. Questions left unattempted carry nothing.
3. The clock goes on running even if you close the page. Your answers are kept in the same browser, so if you are interrupted, open the mock again on the same device and the same browser and carry on.

4. At the end you will be shown your score in each section, a table naming the chapter of this book you should go back to for the questions you missed, and the correct answer to every question, with a written explanation for each. Read the explanations. That is where the mock does its teaching.
5. To open a particular mock directly, add its number to the address, for example #mock1 or #mock2.
6. Do not take two mocks on the same day. Mark and study the first one properly before you take the next.

What is printed in this book instead. The case-study method, the formula primer and the worked cases (Part B), the engineering supplement, interview practice and the mock interview scripts (Part E), because these are written or spoken tasks.

If a code does not scan, use the printed address.