

**B.A. IN FASHION MERCHANDISING AND
PRODUCTION (BAFMP)**

Term-End Examination

December, 2013

BFD-031 : PRODUCT DEVELOPMENT

Time : 3 hours

Maximum Marks : 100

Note : Attempt any five questions.

1. What is fashion life cycle ? Explain fashion life cycle of fashion leaders, classic in detail. 20
2. What is range plan ? Describe the role of life style , explain in details. 20
3. Describe the roles and responsibility of a merchandiser in product development. 20
4. What is apparel supply chain ? Describe the role of product development in apparel supply chain. 20
5. Explain consumer psychographics and Demographics towards development of a range plan. 20

6. What is the role of product development in fashion business ? 20

7. Write short notes on the following : 5x4=20

(a) Fashion

(b) Fad

(c) Colour Palatte

(d) Fashion Services
