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

Term-End Examination

December, 2012

BFD-031 : PRODUCT DEVELOPMENT

Time : 3 hours

Maximum Marks : 100

Note : All questions are compulsory.

1. What are the concepts of fashion forecasting ? 20
2. What is the merchandiser's role in product development ? 20
3. How do designers and product developers use trends and information services ? 20
4. Write short notes on the following : 5x4=20
 - (a) Fashion cycles
 - (b) Fashion leaders
 - (c) Classics
 - (d) Acceptance
5. Explain market and customer profiling. 20