

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

Term-End Examination

June, 2013

BFD-031 : PRODUCT DEVELOPMENT

Time : 3 hours

Maximum Marks : 100

Note : All questions are compulsory.

1. What is color forecast ? How is colour forecast used to develop products for a given season ? 15
2. Explain the product life cycle, elaborating all aspects including line boards and style definitions. 20
3. Explain the role of a merchandiser in product development. 20
4. How do you segregate products according to specific market segment and why ? 20
5. What are the various sources of trend information ? 15

6. What do you understand by market and customer profiling ? 10

OR

What are the components of a range plan ? What are the elements of research involved in developing a range ?
