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B.A. (FASHION DESIGN)

Term-End Examination

December, 2011

**BFD-014 : DESIGN - I KIDS WEAR
(MARKET CLIENT STUDY)**

Time : 3 hours

Maximum Marks : 100

Note : All questions carry equal marks. Attempt any five questions.

1. Classify the age groups in children's wear with terminology and sizing. 20
2. Name few marketing exercises that children's brand do to attract customers. 20
3. What are the three basic components of clothing to create successful designs in children's wear ? 20
4. Name any 3 activity based segmentations with in childrens wear and briefly explain one. 20
5. What are trims and fasteners ? Name any three. 20
6. What are surface techniques ? Name any two. 20