

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

**Term-End Examination**

**December, 2011**

**BFD-031 : PRODUCT DEVELOPMENT**

*Time : 3 hours*

*Maximum Marks : 100*

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*Note : Answer any five of the following question. All questions carry equal marks.*

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1. What are the three components of fashion ? 20  
Describe in detail the influence of timing on design acceptance.
2. What are the different fashion services and 20  
resources available for Product Development ?  
Briefly explain how these work.
3. What are the market considerations in 20  
determining the colour palatte ?
4. What is the role of product development in 20  
apparel supply chain ?

5. Explain the fashion life cycles of the following.  
Illustrate your answers. 5x4=20
- (a) Fad
  - (b) Fashion
  - (c) Classic
  - (d) Fashion leaders
6. Describe role of life styles and consumer psychographics and demographics towards developing a range plan. 20
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