

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

Term-End Examination

June, 2012

BFD-031 : PRODUCT DEVELOPMENT

Time : 3 hours

Maximum Marks : 100

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

1. Give an overview of fashion industry and its scope 20
in the areas of lifestyle product and apparels.
2. What do you understand by fashion retail cycle ? 20
Give its role in Product Development in context
to :
 - Range plan
 - Merchandise plan
 - Product plan
3. How is quantitative and qualitative research done 20
for fashion forecasting.
4. How will you describe fashion cycle and its 20
influence on acceptance and rejection of fashion
trends ?

5. How will you interpret trend forecast of the following : 5x4=20
- (a) fiber
 - (b) colour
 - (c) fabric
 - (d) silhouette
6. How does the merchandiser interpret fashion season and how does it influence fashion retail ? 20
-