

00536

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

**Term-End Examination**

**December, 2010**

**BFD-031 : PRODUCT DEVELOPMENT**

*Time : 3 hours*

*Maximum Marks : 100*

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

1. Name and define the three components of Fashion. How does fashion acceptance affect the timing of design ? **20**
2. Explain what are the factors involved in Fashion forecasting. Why is market research important for apparel companies ? **20**
3. Explain the fashion life cycles of the following. Illustrate your answers. **5x4=20**
  - (a) Fad
  - (b) Fashion
  - (c) Classic
  - (d) Fashion Headers
4. What are the different Fashion Services and Resources available for Product Development. Briefly explain how these work. **20**

5. What are the three "Facets" of a successful product design ? Briefly explain how these are interconnected. 20
  
  6. What is a Range plan ? How do we determine the components and materials of a range plan ? 20
  
  7. How are colour and fabric stories selected for developing a range ? Describe the composition, breakdown and application of the season's colour palette to the Range plan. 20
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