

00145 B.A. IN FASHION MERCHANDISING AND
PRODUCTION (BACFMP)

Term-End Examination

June, 2011

BFD-031 : PRODUCT DEVELOPMENT

Time : 3 hours

Maximum Marks : 100

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

1. Write short notes on the following : 5x4=20
 - (a) Fashion
 - (b) Fashion Cycles
 - (c) Classics
 - (d) Acceptances
 - (e) Fashion Leaders

2. How do designers and product developers use trend and information services ? Explain the difference between trade and consumer fashion publication. 20

3. What is seasonality of merchandise ? How does seasonality of merchandise affect the Range Plan ? 20

4. Explain the product life cycle Management aspect for product development. Elaborate on all the aspects including line boards and style definitions. 20
 5. What are the components of a range plan ? What are the elements of research involved in developing a range plan ? 20
 6. What is a colour forecast ? How do we use colour forecasts to develop products for a given season and market ? 20
 7. What do we mean by seasonality of merchandise ? What is the significance and duration of the various retail season in the process of product development ? 20
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