

B.A. (FASHION DESIGN)

Term-End Examination

June, 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.

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1. What are the three basic components of clothing to create successful designs in children's wear ? 20
 2. How does decoration enhance the look of a garment ? 20
 3. What are any 2 points to be considered while buying children's garments ? 20
 4. Classify the age groups in children's wear with terminology and sizing. 20
 5. Name any 3 materials / fabrics appropriate for children's wear and why ? 20
 6. Name few marketing exercises that children's brand do to attract customers. 20
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