

1058

B. Voc. (Fashion Technology and Apparel Design)
Fourth Semester
FTD-404: Design Development and Merchandising

Time allowed: 3 Hours

Max. Marks: 40

NOTE: Attempt five questions in all, including Question No. I which is compulsory and selecting one question from each Unit.

x-x-x

I. Write short notes on the following:-

- a) Fashion Prediction
- b) Haute-couture
- c) Interior display
- d) Catalogue retail stores (8)

UNIT - I

- II. Explain the sources of inspiration and process of concept development for design. (8)
- III. What is fashion cycle? Discuss its stages with a labelled diagram. (8)

UNIT - II

- IV. What is the role of a designer in new product development? (8)
- V. Discuss the sequence of events in a fashion industry. (8)

UNIT - III

- VI. Write brief note on visual merchandising. (8)
- VII. Discuss the role and responsibilities of a merchandiser. (8)

UNIT - IV

- VIII. Write a note on:-
 - a) Mill show rooms
 - b) Designer retail stores (2x4)
- IX. What is the difference between departmental stores and specialty stores? (8)

x-x-x