

2055

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. Define /Write short note on the following:-

- a) Meaning of layout
- b) Product promotion
- c) Types of display
- d) Boutique

(4x2)

### UNIT - I

- II. Define trend forecast and differentiate tech-pack and concept board. (8)
- III. Explain the importance of style selection and prototype development in the fashion industry. Discuss the elements required for its development. (8)

### UNIT - II

- IV. Briefly write about the organizational setup of a fashion industry. (8)
- V. What is the importance of a fashion designer, including its role in creating an effective new product? (8)

### UNIT - III

- VI. What are various elements of visual merchandising in the fashion business? (8)
- VII. Define Merchandising. Discuss the role and responsibilities of a merchandiser. (8)

### UNIT - IV

- VIII. Discuss the role and importance of store environment and selection of distribution channel on customer experience and sales. (8)
- IX. Write briefly about catalogue retail store, designer retail store, and franchise retail store. (8)

x-x-x