

2056

B. Voc. (Fashion Technology and Apparel Design) FYUP
Fourth Semester
BFT-403: 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 any four of the following:-

- a) The brief
- b) Mood board
- c) Haute-couture
- d) Boutique
- e) Tech-pack

(4x2)

UNIT – I

II. Explain the First Level of Design Development Process. Describe the role of research, inspiration, trend forecast and fashion cycle in it. (8)

III. What is the Second Level of Design Development Process? Explain style selection, prototype development, range planning and product promotion in brief. (8)

UNIT – II

IV. Explain the role of the designer in fashion industry and new product development. What is the influence of Haute-couture on fashion industry? (8)

V. Describe the organization of Fashion Industry. Explain the sequence of events from design concept to final product. (8)

UNIT – III

VI. What is Visual Merchandising? Explain the importance of store location, floor plans, layout and types of displays. (8)

VII. Who is a Merchandiser? Explain the role and responsibilities of a merchandiser in the fashion industry. (8)

P.T.O.

(2)

UNIT – IV

VIII. Define Fashion Distribution Channels. Explain Departmental stores and Specialty stores with their characteristics, distribution process and limitations. (8)

IX. Write notes on *any two*:-

a) Chain stores and Franchise retail stores

b) Mill show rooms and Factory outlets

c) Catalogue retail stores and Designer retail stores. (8)

x-x-x