

1059

B. Voc. (Fashion Technology & Apparel Design)

4th Semester

FTD-404: Design Development & Merchandizing

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.

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I. Write short notes on: -

- (a) Textures
- (b) Technical developments
- (c) Chain stores
- (d) Prototype development (4×2)

UNIT – I

II. Write brief note on first level & second level design development process of fashion garment. (8)

III. What is the importance of fashion prediction and technical development on a draft model? (8)

UNIT – II

IV. Discuss the organizational structure of fashion industry. (8)

V. Describe the role of designer & influence to Haute-Couture on new product development. (8)

UNIT – III

VI. Explain the role of responsibilities of merchandises in brief. (8)

VII. What are the elements of Visual Merchandizing? (8)

UNIT – IV

VIII. Write short notes on: -

- (a) Franchise retail store
- (b) Boutique
- (c) Discant Store
- (d) Catalogue retail store (4×2)

IX. Differentiate: -

- (a) Departmental store & speciality store
- (b) Mill showroom & factory outlets (4+4)

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