

1057

B. Voc. (Fashion Technology & Apparel Design)
4th Semester
FTD-403: 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) Speciality stores
 - (b) Silhouette
 - (c) Haute Couture
 - (d) Direct-selling window (4×2)

UNIT - I

- II. Discuss stages of fashion cycle with illustration. (8)
- III. What do you understand by term surface decorations? Write brief note on surface decorations created by sewing machine and printing. (8)

UNIT - II

- IV. Why it is import to hire a designer in fashion industry? (8)
- V. Write a brief note on the organizational structure of fashion industry. (8)

UNIT - III

- VI. What are the roles and responsibilities of visual merchandiser? (8)
- VII. What are various elements of visual merchandising? (8)

UNIT - IV

- VIII. How will you differentiate various stores of fashion distribution channel? (8)
- IX. Name various stores of fashion distribution and discuss their role. (8)

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