

2053

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. 1 which is compulsory and selecting one question from each Unit.

x-x-x

I. Write short notes on the following:-

(a) Drapes

(b) Merchandising

(c) Haute Couture

(d) Factory Outlets

(4x2)

**UNIT - I**

II. Explain in detail the process of Design Development.

(8)

III. Define Fashion Cycle. Explain in detail.

(8)

**UNIT - II**

IV. Who is a designer? What is the role of a fashion designer in the fashion industry?

(8)

V. What is the organizational structure of the fashion industry?

(8)

**UNIT - III**

VI. What is Visual Merchandising? What does a visual merchandiser do?

(8)

VII. Who is a Merchandiser? What are the roles and responsibilities of a Merchandiser?

(8)

**UNIT - IV**

VIII. Write short notes on- Specialty stores; Chain Stores; Designer Retail Stores.

(8)

IX. Write short notes on- Boutique; Catalogue Retail Stores; Mill Showrooms.

(8)

x-x-x