

2072

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. Write short notes on the following

- a) Haute Couture
- b) Franchise Retail Store
- c) Merchandiser
- d) Texture of Textiles

(4x2)

UNIT - I

II. Explain in detail about first level of design development process-inspiration, research direction, fashion cycle. (8)

III. Explain in detail about second level of design development process-textiles, technical development. (8)

UNIT - II

IV. What is the role of designer in fashion industry and new product development? (8)

V. What is the influence of haute couture on fashion industry? (8)

UNIT - III

VI. Write in detail about Visual Merchandising. (8)

VII. What are the roles and responsibilities of a merchandiser? (8)

UNIT - IV

VIII. Briefly write about-Departmental Stores, Chain Stores, Mill Show rooms, Factory Outlets. (8)

IX. Briefly write about-Catalogue Retail Stores, Discount Stores, Designers Retail Stores, Boutique. (8)

x-x-x