

2071

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 note on:-

a) Boutique

b) Haute Couture

c) Design Inspiration

d) Visual Merchandiser

(4x2)

UNIT - I

II. What is fashion cycle? Explain the stages of fashion cycle.

(8)

III. Explain briefly about various processes in design development.

(8)

UNIT - II

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

(8)

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

(8)

UNIT - III

VI. Draw a theme based window display for kids wear brand.

(8)

VII. Who is a merchandiser in fashion industry? What is the role and responsibility of a merchandiser?

(8)

UNIT - IV

VIII. Describe in detail-factory outlet, discount stores, chain store, and franchise retail stores.

(8)

IX. Describe in detail-specialty stores, catalogue retail store, mill show rooms, and designer retail store.

(8)

x-x-x