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Total No. of Pages : 02

Total No. of Questions : 07

**M.Sc.(Fashion Marketing Management) (2015 to 2017) (Sem.-3)**  
**FASHION FORECASTING AND PRODUCT DEVELOPMENT**

**Subject Code : MSc.FMM-304**

**M.Code : 72113**

Time : 3 Hrs.

Max. Marks : 60

**INSTRUCTIONS TO CANDIDATES :**

1. SECTION-A is COMPULSORY carrying TWENTY marks.
2. SECTION-B consists of THREE Sub-sections : UNITS-I, II, III.
3. Each Sub-section contains TWO questions each, carrying TEN marks each.
4. Student has to attempt ONE question from each Unit and FOURTH from any UNIT.

**SECTION-A**

**Q1. Fill in the blanks or write short notes on the following :**

- a. What is 'Fit Testing' in product development process?
- b. The difference between the cost price and selling price\_\_\_\_\_.
- c. \_\_\_\_\_is the process of market & trend research, merchandising, design and development of the final product.
- d. Prediction of fashion trend is called\_\_\_\_\_.
- e. Work on a new line begins approximately\_\_\_\_\_month before the selling season.
- f. \_\_\_\_\_is an assessment of market segment option, the competition, the marketing environment and major trends.
- g. \_\_\_\_\_are samples produced prior to production.
- h. \_\_\_\_\_is the costing done for the future reference of the firm.
- i. \_\_\_\_\_is the study of changes in the rose and makeup of the population.
- j. \_\_\_\_\_provides a framework for identifying consumer needs and target markets and enables the anticipation of consumer responses to marketing action.

## **SECTION-B**

### **UNIT-I**

- Q2. Write short notes on the following :
- a. Trend Analysis
  - b. Trade Shows
  - c. Fashion Cycles
- Q3. What is Fashion forecasting? Discuss the steps involved in developing a forecast.

### **UNIT-II**

- Q4. Explain with examples the role of trend forecasting in the product development process.
- Q5. Explain the steps involved in Product Development with examples.

### **UNIT-III**

- Q6. Explain with examples the importance of 'Design Process' in product development of any apparel or accessories. Discuss how costing of new products is affected with the changing customer needs?
- Q7. What are the different types of costing procedures involved in product development? Explain how cost reduction is done in the Apparel Industry?

**NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.**