PRESIDENCY UNIVERSITY
BENGALURU
School of Design
Mid - Term Examinations - November 2024

Semester: VII   **Date**: 04-11-2024

Course Code: DES2152   **Time**: 09:30am – 11:00am

Course Name: Fashion Product development   **Max Marks**: 50

Program: B. Des   **Weightage**: 25%

Instructions:
(i) Read all questions carefully and answer accordingly.
(ii) Do not write anything on the question paper other than roll number.

Part A

Answer ALL the Questions. Each question carries 2marks.   **5QX2M =10M**

1	Define the term 'fashion industry' and mention two key sectors it encompasses.	2 Marks	Remembering	CO1
2	List the four stages of a fashion product lifecycle.	2 Marks	Remembering	CO1
3	What is forecasting play in the fashion industry?	2 Marks	Remembering	CO1
4	List the difference between 'fast fashion' and 'luxury fashion'.	2 Marks	Remembering	CO1
5	What are the different fashion seasons in a product life cycle?	2 Marks	Remembering	CO1

Part B

Answer ALL Questions. Each question carries 10 marks.   **4QX10M=40M**

6	Discuss the importance of customer feedback in the product development process and how it impacts design decisions in the fashion industry.	10 Marks	Understanding	CO1

or

7	Explain how do socio-cultural, economic, and technological factors influence the development of fashion trends, and how do trend analysts utilize these factors to predict future trends?	**10 Marks**	**Understanding**	**CO1**
8	Explain how incorporating customer comments at the concept development stage can influence the success of a fashion product. Provide examples to support your answer.	**10 Marks**	**Understanding**	**CO1**

or

9	Explain the fashion trend forecasting process, emphasizing the significance of both qualitative and quantitative research methods. Include examples of tools or techniques commonly used in the industry.	**10 Marks**	**Understanding**	**CO1**
10	Evaluate the role of customer feedback during prototype testing and how it can help improve product quality and market fit.	**10 Marks**	**Understanding**	**CO1**

or

11	Explain how do digital platforms, including social media and influencer culture, affect trend analysis and forecasting? In what ways do these platforms enhance the speed and accuracy of trend predictions?	**10 Marks**	**Understanding**	**CO1**
12	Explain the challenges and benefits of integrating customer feedback in every stage of product development, from initial design to post-launch evaluation	**10 Marks**	**Understanding**	**CO1**

or

13	What challenges do fashion forecasters encounter when predicting trends in the fast-moving, global fashion industry? How can brands maintain their relevance by effectively utilizing forecasting techniques?	**10 Marks**	**Understanding**	**CO1**