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**PRESIDENCY UNIVERSITY**

**Bengaluru**

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| **End - Term Examinations – JANUARY 2025** |
| **Date:** 02 -01- 2025  **Time:** 09:30 am – 12:30 pm |

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| **School:** School of Design | **Program:** B. Des. – Fashion & Product Design | |
| **Course Code:** DES2152 | **Course Name:** Fashion Product Development | |
| **Semester**: VII | **Max Marks**: 100 | **Weightage**: 50% |

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| **CO - Levels** | **CO1** | **CO2** | **CO3** | **CO4** | **CO5** |
| **Marks** | **35** | **23** | **42** |  |  |

**Instructions:**

1. *Read all questions carefully and answer accordingly.*
2. *Do not write anything on the question paper other than roll number.*

**Part A**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Answer ALL the Questions. 10 x 2Marks=20Marks** | | | | |
| **1** | What are the most important phases in a fashion item's lifecycle? | **2 Marks** | **Remembering** | **CO1** |
| **2** | What are the two most important facets of the fashion industry and the lifecycle of its products? | **2 Marks** | **Remembering** | **CO1** |
| **3** | Why is it crucial for the fashion industry to take consumer input into account at every step of product development? | **2 Marks** | **Remembering** | **CO1** |
| **4** | Which two elements of concept development and design principles are most important in fashion design? | **2 Marks** | **Remembering** | **CO1** |
| **5** | Define briefly the product's life cycle. | **2 Marks** | **Remembering** | **CO1** |
| **6** | What are two important factors to consider when selecting and sourcing materials for fashion design? | **2 Marks** | **Understanding** | **CO2** |
| **7** | What are two key factors to consider in the quality check and inspection of raw materials in the fashion industry? | **2 Marks** | **Understanding** | **CO2** |
| **8** | In the fashion sector, what are the two essential procedures for getting buyer approval for materials and manufacturing methods? | **2 Marks** | **Understanding** | **CO2** |
| **9** | What are the two main facets of sustainability and quality assurance in the fashion industry? | **2 Marks** | **Understanding** | **CO2** |
| **10** | Which are the two main advantages of incorporating customer feedback into the upcoming product revision? | **2 Marks** | **Applying** | **CO3** |

**Part B**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Answer the Questions. Total Marks 80** | | | | | |
| **11.** | **11a** | Give a thorough rundown of the fashion industry's product lifecycle. | **5 Marks** | **Remembering** | **CO1** |
| **11b** | Explain the main phases of the product lifespan in your response, starting with concept and design and continuing through production, marketing, sales, and eventual decline or renewal. | **10 Marks** |
| **11c** | Talk about the variables that affect each stage, such as consumer behavior, market trends, and technology developments. | **10 Marks** |
| **Or** | | | | | |
| **12.** | **12a** | Examine how consumer input and comments are used to develop fashion items. | **12 Marks** | **Remembering** | **CO1** |
| **12b** | Talk about how improving product quality, raising customer happiness, and fostering brand loyalty may be achieved by integrating customer feedback into all phases of product development, from concept design to post-launch. | **13 Marks** |
|  |  |  |  |  |  |
| **13.** | **13a** | Talk about the significance of trend forecasting, product launch tactics, and distribution in international markets in the fashion sector. | **12 Marks** | **Applying** | **CO3** |
| **13b** | Describe how trend forecasting affects customer demand and product design, the essential tactics for a successful product launch, and the difficulties and solutions associated with selling fashion items in various foreign markets. | **13 Marks** |
| **Or** | | | | | |
| **14.** | **14a** | Examine the different branding techniques fashion brands employ to create and expand their identities. | **12 Marks** | **Applying** | **CO3** |
| **14b** | Explain how social media marketing, celebrity endorsements, and emotional branding help to draw in target customers and foster brand loyalty. | **13 Marks** |

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| **15.** | **15a** | Talk about the main elements that go into choosing and acquiring materials for fashion design. | **7 Marks** | **Understanding** | **CO2** |
| **15b** | Explain how factors like cost, sustainability, ethical sourcing, and quality affect the decision-making process in your response. | **8 Marks** |
| **Or** | | | | | |
| **16.** | **16a** | Assess the significance of sustainability factors and quality control procedures in the fashion sector. | **7 Marks** | **Understanding** | **CO2** |
| **16b** | Explain how quality control makes sure that goods fulfill the necessary requirements for performance, durability, and appearance. | **8 Marks** |

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| **17.** | **17a** | Describe how consumer behavior analysis and market research influence fashion products and marketing tactics. | **7 marks** | **Applying** | **CO3** |
| **17b** | Explain how brands may create goods that satisfy consumer demand by knowing consumer trends, preferences, and buying habits. | **8 Marks** |
| **Or** | | | | | |
| **18.** | **18a** | Talk about the different branding techniques used by fashion firms to have a powerful online presence. | **7 Marks** | **Applying** | **CO3** |
| **18b** | Examine the role of brand identity, emotional branding, and celebrity endorsements in attracting and retaining consumers. | **8 Marks** |

**\*\*\*\*\* BEST WISHES \*\*\*\*\***