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PRESIDENCY UNIVERSITY BENGALURU

**SET-A**

SCHOOL OF DESIGN

**END TERM EXAMINATION –MAY/ JUNE 2024**

**Semester :** Semester VI - 2021

**Course Code :** DES1005

**Course Name :** Fashion Lifestyle and Product Diversity

**Program :** B. Design

**Date :** June 10, 2024

**Time :** 1:00 PM - 4:00PM

# Max Marks : 100

**Weightage :** 50%

# Instructions:

1. *Read all questions carefully and answer accordingly.*
2. *Question paper consists of 3 parts.*
3. *Scientific and non-programmable calculator are permitted.*
4. *Do not write any information on the question paper other than Roll Number.*

**PART A**

**ANSWER ANY 5 QUESTIONS 5QX6M=30M**

1. Explain the concept of product customization and its impact on consumer satisfaction and brand loyalty.
2. Design a wallet for men’s category and render with a colors.
3. Explain how the luxury brand are globalizing in design.
4. Luxury goods serve as status symbols explain in details.

(CO1) [Knowledge]

(CO1) [Knowledge]

(CO1) [Knowledge] (CO1) [Knowledge]

1. How does the consumption of luxury fashion contribute to an individual's self-identity and self- esteem?

(CO1) [Knowledge]

1. Describe the idea of product customization and how it affects brand loyalty and customer satisfaction.
2. Briefly introduce the concept of lifestyle segmentation.

(CO2) [Knowledge]

(CO1) [Knowledge]

**PART B**

**ANSWER ANY 2 QUESTIONS 2QX15M=30M**

1. Design and Develop a lifestyle product in a 1:2 scale for home interior or product category through illustration.
2. Explain the concept of luxury brand value in the Indian market segment.

(CO2) [Comprehension]

(CO2) [Comprehension]

1. Provide two examples of international brand that use product diversity to cater to various lifestyles..

(CO2) [Comprehension]

**PART C**

**ANSWER ANY 2 QUESTIONS 2QX20M=40M**

1. How aesthetic plays major role in luxury brand. Explain in detail with an example.
2. How luxury brand Legacy and Longevity are retained in the market segment.

(CO2) [Application] (CO2) [Application]

1. What are the aspect to be taken in the luxury brand store as a customer experiences .You as a luxury customer what is the key element that you look in the brand.

(CO2) [Application]