

THE OPEN UNIVERSITY OF SRILANKA
DEPARTMENT OF TEXTILE AND APPAREL TECHNOLOGY
POST GRADUATE DIPLOMA / MASTER OF TECHNOLOGY
(APPAREL PRODUCTION & MANAGEMENT)



FINAL EXAMINATION - 2013/2014

TTX7139 - PRODUCT DEVELOPMENT

DURATION - 3 HOURS

Date: 14th August 2014

Time: 0930-1230hrs

Total number of questions: 08

Answer six (06) questions only.

All questions carry equal marks

Q1. (a) In developing a garment style, there are several factors that need to be considered.

Name four (04) of them and briefly explain why they are important to be considered during garment product development. (40 marks)

(b) First phase of product development is product planning and it can be divided into two sub phases such as strategic planning and idea finding. Briefly explain what are the tasks involved in these two sub phases and how would you do those tasks during the product planning process. (40 marks)

(c) Designers can be inspired by several factors. Briefly explain any two (02) of them mentioning how those sources can inspire a designer. (20 marks)

Q2. (a) Briefly explain why consumer buying behavioral study is important in consumer analysis. (20 marks)

(b) Draw a flow diagram for a consumer decision process model and briefly explain each step of this model. (40 marks)

(c) Consumer decision on purchasing depends on psychological factors and sociological factors. With the help of suitable examples, briefly explain how the above two factors affect the consumer purchasing decision. (40 marks)

- Q3. (a)** What do you understand by “Competitor analysis” and briefly explain the main three (03) steps involved in competitor analysis. (40 marks)
- (b)** Draw a diagram to show the determination of competitor levels for a “iced tea drink”, which is planned to be introduced to the Sri Lankan beverage market. (40 marks)
- (c)** In marketing a new product, either mass marketing or market segmentation can be considered. Compare those two marketing approaches by considering their advantages and disadvantages. (20 marks)
- Q4. (a)** “In garment designing, optical illusion can be used to manipulate the human body shape” Discuss this statement giving suitable examples. You may also draw suitable sketches to explain your answer. (30 marks)
- (b)** Due to the diversity needs in the market, companies use either “product mix” or “product range” to improve the market share. Briefly explain the product mix for a company, which produces top outer wears for men and women. You may draw suitable diagrams to explain your answer. (40 marks)
- (c)** In apparel sector, the product mix is based on several factors. Briefly explain any three (03) of them by giving suitable examples. (30 marks)
- Q5.** A garment retailer has fixed costs amounting to Rs. 300,000/= per annum and he has to pay Rs. 100,000/= for his sales assistants per month as fixed salaries. He purchases 15,000 items of stock at Rs. 200.00 (excluding VAT) a piece.
- (i)** Calculate the minimum price (excluding VAT) that must be charged by the retailer to cover the costs, assuming that he sells all the garments within a month. (20 marks)
- (ii)** If the retailer decides to charge Rs. 300.00 (including 12% of VAT) per item, how many garments should he sell to break-even? (30 marks)
- (iii)** If he sells the entire stock of 15,000 garments at Rs. 200.00 (including 12% of VAT), how much profit would he make? (30 marks)
- (iv)** If the variable cost per garment increases by 10%, what is the break-even point? (20 marks)

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- Q6. (a)** Differentiate “Pre-costing” and “Manufacturer’s costing/post costing” with reference to garment manufacturing. (20 marks)
- (b)** Explain the variations of product price and volume of sales using the behaviour of the elasticity of demand curve. (40 marks)
- (c)** There are internal and external factors that can influence the price of a product. Select two (02) factors each from external and internal factors and briefly explain how these can influence the garment pricing in Sri Lanka. (40 marks)
- Q7. (a)** Briefly explain using suitable examples why brand of a product is very important to capture the consumer market. (30 marks)
- (b)** Brand positioning in the market depends on several factors. Select any four (04) of them and briefly explain how they can affect product positioning. (40 marks)
- (c)** Explain any three (03) areas, where green fashion design concepts can be practiced in the Sri Lankan garment production environment. (30 marks)
- Q8. (a)** “Just in time is the backbone of lean manufacturing”. Justify this statement with suitable examples. (30 marks)
- (b)** Briefly explain any three (03) main differences between Lean manufacturing and Toyota Production System (TPS). (30 marks)
- (c)** What do you understand by “Quick response manufacturing (QRM)”? Briefly explain how is it appropriate in the modern day product development process. (40 marks)