

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



FINAL EXAMINATION - 2014/2015

TTX7139 - PRODUCT DEVELOPMENT

DURATION - 3 HOURS

Date: 27th August 2015

Time: 0930-1230hrs

Total number of questions: 07

Answer five (05) questions only.

All questions carry equal marks.

Q1. (a) Product development is the process of designing, creating and marketing a product.

Briefly explain how an apparel product could fit to these three processes. Compare these three processes with the product development model provided with BS7000 standard.

(35 marks)

(b) Briefly explain why you would consider the following factors in developing a fashion collection.

(i) Consumer behaviour (ii) Target market (iii) Fashion trends

(15 marks)

(c) (i) What is meant by the term "Design driver"? Briefly explain three (03) methods that you could use to search new ideas to build a design driver in product development process.

(25 marks)

(ii) Why fashion forecasting is of vital importance for success of an apparel business?

(25 marks)

Q2. (a) "Consumer decision making process in purchasing a product follows several stages".

Briefly explain this statement by taking purchasing a warm cloth for the coming winter season as an example. (30 marks)

(b) Briefly explain how the following three (03) factors affect the consumer behaviour on purchasing decision of products. You may use suitable examples.

(i) Perception (ii) Personality (iii) Opinion leadership
(30 marks)

(c) (i) Briefly explain the tasks involved in the three steps of competitor analysis process. (30 marks)

(ii) "Target marketing contrasts with mass marketing". Briefly explain this statement. (10 marks)

Q3. (a) (i) Briefly explain the factors that you would consider in the selection of colours for a particular garment design. Give some specific examples for each factor. (20 marks)

(ii) Using suitable sketches as examples, briefly explain four (04) ways by which a body shape can be made to appear different. (20 marks)

(b) Briefly explain how the following two characteristics play a practical role in determining the suitability of a fabric or a particular garment.

(i) Fabric drapability (ii) Weight and handle of fabrics (20 marks)

(c) Draw a sketch to illustrate a product range/ product mix planning for a shirt as a men's outerwear and show the width of styles and depth of each style. (40 marks)

Q4. (a) What do you understand by the following terms? (30 marks)

(i) Fixed costs (ii) Variable costs (iii) Breakeven point

(b) A garment retailer has fixed costs amounting to Rs. 420,000/= per annum and he has to pay Rs. 180,000/= for his Sales Assistants per month as fixed salaries. He purchases 10,000 items of stock at Rs. 250.00 (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. 260.00 (including 12% of VAT) per item, what is the number of garments he should sell to break-even?

(20 marks)

(iii) If he sells the entire stock of 10,000 garments at Rs. 280.00 (including 12% of VAT) how much profit would he make?

(15 marks)

(iv) If the variable cost per garment increases by 30%, what is the break-even point in sale price?

(15 marks)

Q5. (a) Costing a garment can be done at four stages through manufacturing. Briefly explain how it is done at each of these stages. (20 marks)

(b) (i) Briefly explain two (02) factors, which make it necessary the need of doing a post costing to a product. (20 marks)

(ii) Differentiate "Cost" and "Price" related to a product and give any four (04) factors that should be considered before making a pricing decision. (30 marks)

(c) What is an "Elasticity of demand curve"? What information can be gathered by steeper shape and flat shape of such a type of curve? (30 marks)

Q6. (a) (i) "Branding is not just marketing". Clarify this statement providing suitable examples.

(20 marks)

(ii) What do you understand by "Brand equity"? Briefly explain two (02) perspectives by which you can view the brand equity for a particular product. (30 marks)

(b) Briefly explain why brand positioning is important in brand management.

(20 marks)

(c) What do you understand by the concept of "Green fashion"? Taking suitable examples, briefly explain how today's apparel manufacturers use green design concept.

(30 marks)

Q7. (a) What do you understand by "Lean manufacturing"? Briefly explain how the following things become wastes (Muda) according to the lean manufacturing concept.

(i) Over production

(ii) Inventory

(iii) movement of operators

(40 marks)

(b) "Lean manufacturing and Toyota production system (TPS) have certain differences".

Briefly explain this statement providing three (03) differences.

(30 marks)

(c) What do you understand by "Quick response manufacturing (QRM)"? Why is it more appropriate for today's product development process.

(30 marks)