CHAPTER 2 PRODUCT DEVELOPMENT FROM A TEXTILE PERSPECTIVE

MULTIPLE CHOICE

1. Of the items listed here, which one is not considered a component of serviceability?
   a. Availability
   b. Aesthetics
   c. Appearance retention
   d. Comfort
   e. Cost

2. Serviceability describes
   a. how well a product meets consumers' needs and expectations.
   b. how well a product fits within the allocated budget.
   c. how durable a product is.
   d. how well the product lives up to the company's claims.
   e. how satisfied the consumer is with the product based on its price.

3. A group of fabrics that share a commonality of design, structure, or color describe a/an
   a. confinement.
   b. assortment.
   c. catalog.
   d. quality.
   e. bolt.

4. A print pattern that is exclusive property of one design firms with restrictions so that printers cannot sell the print to other companies describes
   a. consignment.
   b. configuration.
   c. contact restrictions.
   d. confinement.
   e. conscription.

5. Product performance describes
   a. how well a product sells when it is on the market.
   b. how well a product carries over from one selling season to another.
   c. the manner in which a textile product responds when something is done to it.
   d. the degree of satisfaction a consumer will have with a textile product.
   e. the overall quality of a textile or textile product.

TRUE-FALSE

1. There is only one best choice for any textile product need.

2. Textile knowledge provides the professional with the ability to make a more informed product development decision.

3. Safety issues related to flammability apply to both apparel and interiors.

4. Textiles should perform the same regardless of the target market for which it is intended.

5. If you know the cost of the fabric and other materials used to produce a textile product, you can determine the cost of the product to the consumer.

6. Sustainability issues address production, use, cleaning, and disposal of textile products.

MULTIPLE CHOICE

1. a
2. a
3. b
4. d
5. c

TRUE-FALSE

1. False
2. True
3. True
4. False
5. False
6. True