

**M.Sc. IN LEATHER GOODS AND  
ACCESSORIES DESIGN (MSCLGAD)**

**Term-End Examination**

**December, 2012**

**MFW-060 : FASHION FORECASTING**

*Time : 3 hours*

*Maximum Marks : 70*

*Note : Attempt all questions.*

*All questions carry equal marks.*

1. What is the difference between long-term and short - term forecasting ? Give some examples for illustration. 10
2. What do you understand by the following terms : 10  
(a) Consumer scan  
(b) Market Research
3. Briefly describe the process of Trend Analysis, and how does one make trend Boards. 10
4. Describe any one of your favourite National or International fashion Designing explaining his/her style, Image, Design details etc. 10
5. Name any five International fashion Magazines related to fashion Trends and Retail Analysis. 10

6. Briefly explain the three main stories of the forecast that you studied in class. Mention your learnings from these stories. **10**
  
  7. Enumerate any five places where fashion shows are conducted across the globe. **10**
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