

**B.Sc. IN LEATHER GOODS AND ACCESSORIES
DESIGN (BSCLGAD)**

Term-End Examination

00236

June, 2016

BFW-063 : FASHION FORECASTING

Time : 3 hours

Maximum Marks : 70

*Note : Attempt any **seven** questions. All questions carry equal marks.*

1. What do you understand by the term 'Fashion Forecasting' ? How is it a useful tool for a designer ? 10

2. What is the difference between long-term and short-term forecasting ? Explain with the help of suitable examples. 10

3. What is 'Trend Forecasting' ? How is it different from 'Colour Forecasting' ? 10

4. Explain the steps taken in reaching a current trend forecast. Give some suitable examples. 10

5. What is consumer study ? How important is consumer study before coming up with the trend boards ? Explain with the help of suitable examples. 10
 6. Discuss various factors that influence the base research in making of a fashion forecast. 10
 7. Explain any one current forecast story in context to colour, material, texture, form and forecasted trend details. 10
 8. What is trend analysis ? Explain in context of different seasons with examples. 10
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