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BFW-063

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

Term-End Examination

December, 2015

BFW-063 : FASHION FORECASTING

Time : 3 hours

Maximum Marks : 70

Note : Attempt *all* questions. All questions carry equal marks.

1. Briefly explain all factors influencing the upcoming fashion and trends for a coming season. 10
2. Write a brief note on any one of the National or International Designers, mentioning his/her Style, Image, Looks, USP, etc. 10
3. Name any three leather based international fairs and publications. Briefly describe any one of them. 10
4. What do you understand by the term 'Trend boards' ? How do they help the designers in designing a future collection ? 10

5. What are the various steps involved in making of a fashion forecast ? Explain briefly. 10
6. List the working culture of any three fashion forecasting agencies, who publish their forecast every season. 10
7. Explain the term 'Consumer research'. What are the various steps involved in carrying out Consumer research ? 10
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