

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

00210 Term-End Examination

December, 2017

MFW-060 : FASHION FORECASTING

Time : 3 hours

Maximum Marks : 70

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

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1. Write short notes on Fashion Forecasting. 10
 2. What are the different tools used for forecasting ? 10
 3. What are the various factors that influence the base research in making of a forecast ? 10
 4. How important is consumer study before coming up with trend boards ? 10
 5. What is a trend board and why is it made ? 10

6. Explain different patterns of forecasting. *10*

 7. Explain short-term forecasting and long-term forecasting. *10*

 8. Name and explain any three forecasting services, magazines/publications and fairs (specially leather industry) in detail. *10*

 9. Why is forecasting important in fashion ? Who forecasts fashion ? *10*
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