MFM-034

M.A. IN FASHION RETAIL MANAGEMENT (MAFRM)

Term-End Examination

June, 2012

00825

MFM-034 : FASHION FORECASTING AND TREND ANALYSIS

Time : 3 hours   *Maximum Marks : 100*

Note :   *(i) Answer any five questions.*

      (ii) All questions carry equal marks.

1. What do you understand by 'trends' and 'fashion   **20** forecast' ? Explain with the help of 3 examples from fashion trends.

2. Select *any two* fashion forecasting companies mentioned below, give their brief introduction and explain the services provided by them :   **2x10=20**
    (a) WGSN   (b) Promostyle
    (c) Here and There (d) Trend Union

3. Write brief note on *any two* of the following as a method of data collection :   **2x10=20**
    (a) Travel
    (b) Exhibitions and Fairs
    (c) Social conditions
    (d) Libraries

4. What do you understand by short - term   20
    forecasting and long - term forecasting. Explain
    the relevance of short - term as well as long - term
    forecasting.

5. What is the significance of 'colour' in the process   20
    of fashion forecasting ? Explain why 'colour'
    forecast happens first.

6. How can fashion retailers and freelance   20
    photographers help in gathering intelligence for
    fashion forecasting ? Explain.

7. Explain a few lifestyle changes in the current   20
    world scenario, and its effects on fashion trends.

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