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

Term-End Examination

00204   **June, 2014**

MFW-060 : FASHION FORECASTING

Time : 3 hours   *Maximum Marks : 70*

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

1. What are the various steps involved in making of a forecast ? Explain briefly.   *10*

2. Why does a colour forecast come much in advance, as compared to the trend forecast ? Explain.   *10*

3. List any three forecasting agencies, who publish their forecasts every season. Discuss their roles in brief.   *10*

4. What do you understand by 'Resort wear' collection ? Explain with suitable examples. *10*

5. Explain the term 'Consumer Research'. What are the various steps carried out in the process of consumer research ? *10*

6. Name any five International Trade Fairs or Exhibitions, which take place internationally on an annual basis. Describe any one of them in detail. *10*

7. Explain any one current forecast story, with context to colour, material, texture, form or shape. *10*