

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

00159 Term-End Examination

June, 2017

MFW-060 : FASHION FORECASTING

Time : 3 hours

Maximum Marks : 70

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

1. Name any five major international cities where Fashion Shows are held annually. Describe them. 10
2. What are the different tools for forecasting? 10
3. Explain all the factors that influence the base research in making of a forecast. 10
4. Explain how important consumer study is before coming up of trend boards. 10

5. Name any two internet based forecasting agencies. Explain the working of these agencies. 10
 6. Write a brief note on "Fashion Forecasting". 10
 7. Name any three leather based international fairs and publications. Enumerate any six international fashion magazines. 10
 8. What is the role of forecasters in the fashion and retail industry ? Explain the different types of forecasting done in these industries. 10
 9. Elaborate on "Forecasting the Movement of Fashion". 10
 10. What is "resort wear" ? Explain. 10
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