

M.A. IN FASHION RETAIL MANAGEMENT
(MAFRM)

00183

Term-End Examination

December, 2011

MFM-034 : FASHION FORECASTING AND
TREND ANALYSIS

Time : 3 hours

Maximum Marks : 100

Note : (i) Answer any five.

(ii) All questions carry equal marks.

1. What do fashion prediction/forecasting companies do ? Select any two companies given below and give their brief introduction, explain the services they provide : 20
 - (a) WGSN
 - (b) Promostyl
 - (c) Any fashion prediction company of your choice
2. What is the importance of 'colour' in fashion forecasting ? Does 'season' have any impact on colour forecasting ? 20
3. What do you understand by trend-forecasting ? Explain with examples what is short term forecasting and long - term forecasting. 20

4. Fashion forecasters use different sources to gather intelligence. What are some of these sources and how do they help in forecasting ? 20
 5. Explain, with examples, the significance of fashion forecasting in the fashion and apparel industry. 20
 6. How do collections of established Designers and trade - fairs influence trend forecasting in the fashion and apparel industry ? Explain. 20
-