M.A. IN FASHION RETAIL MANAGEMENT (MAFRM)

00555

Term-End Examination

June, 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 you understand by fashion forecasting ? **20** Explain short - term forecasting and long - term forecasting with examples.

2. What are fashion prediction/forecasting **20** companies and what do they do ? Name any two fashion prediction/forecasting companies and giving their brief introduction, explain the services they provide.

3. What are the steps involved in developing a **20** fashion forecast ? Explain.

4. What are the sources for gathering intelligence **20** and how do these help in fashion forecasting ? Explain.

5. What are some of the methods of data collection 20
which help in fashion forecasting ? Explain *any*
four.

6. Why does fashion change ? Take one example of 20
any one style and explain its origin and evolution
in the fashion cycle.