B.Sc. LEATHER GOODS AND ACCESSORIES DESIGN (BSCLGAD)

Term-End Examination

December, 2012

BFW-063 : FASHION FORECASTING

Time : 3 hours   *Maximum Marks : 70*

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

1.   How important is consumer study before coming up with trend boards ? Explain with the help of suitable examples.   **10**

2.   Name any three leather based International fairs and Publications. Briefly explain any one of them.   **10**

3.   What is meant by the term of "Fashion Forecasting" ? Describe it with the help of suitable examples.   **10**

4.   Write a brief note on any one of the National or International Designers, explaining his/her style, image, looks USP etc.   **10**

5. Explain all the three stories, in context to color, material, texture, form, shapes etc for SS 11. **10**

6. Name any five Internet based forecast agencies, and five color forecast agencies. Explain the working of any one of them. **10**

7. Briefly explain all the factors influencing the upcoming fashion and trends for a coming season. **10**

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