

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

**Term-End Examination**

**December, 2014**

00240

**BFW-063 : FASHION FORECASTING**

*Time : 3 hours*

*Maximum Marks : 70*

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

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1. What are the reasons for a colour forecast to be published before trend forecast ? 10
2. What do you understand by fashion forecasting ? Who all are involved in the forecasting process ? Describe their individual roles. 10
3. Which are the various fashion magazines/journals ? (Name a few and describe how do they help fashion professionals). 10
4. What are the various factors influencing fashion trends in a particular season ? Explain by giving examples. 10
5. Name any three well known forecasting agencies. Describe in brief any one of them. 10

- 6.** What do you understand by the following terms : 10
- (a) Consumer Scan
  - (b) Market Research
- 7.** Explain the term “Consumer research”. What are the various processes involved in carrying out a Consumer research ? 10
- 8.** What do you understand by the term “Trend boards” ? How do they help the designers in designing a future collection ? 10
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