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

Term-End Examination

00015

December, 2014

MFW-060 : FASHION FORECASTING

Time : 3 hours　　　　　　　　　*Maximum Marks : 70*

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

1. Briefly explain the steps involved in making a fashion forecast, with suitable examples. **10**

2. Enumerate any five Publications / Magazines based on fashion, style and trends. **10**

3. Name any three well known forecasting agencies. Describe in brief any one of them. **10**

4. What are the reasons for a colour forecast to be published before trend forecast ? **10**

5. List any four international fairs / exhibitions that take place annually except in India. Describe any one in brief. **10**

6. What should be the minimum time required by a forecaster to come up with a new forecast and why ? *10*

7. What are the differences between long-term and short-term forecasting ? Give some examples for illustration. *10*

8. Explain the term "Trend Analysis" with the help of suitable examples. *10*

9. Describe any one of your favourite National or International Fashion Designers explaining his/her Style, Image, Design details, etc. *10*

10. Enumerate any five places where fashion shows are conducted across the globe. Also explain the advantages and disadvantages of those places. *10*

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