

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

Term-End Examination

December, 2016

00493

BFW-063 : FASHION FORECASTING

Time : 3 hours

Maximum Marks : 70

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

1. What is Fashion Forecasting ? Differentiate between long-term and short-term forecasting. 10
2. Name any five cities where fashion shows are conducted annually. Briefly explain the highlights of any one. 10
3. List any five international fashion magazines, that give a good insight on trends and styling. Mention the importance of trends and styling in fashion design. 10
4. Describe any one of the National or International Designers, explaining his/her style, image, looks and USP. 10

5. What are "Trend boards" ? How do they help designers in designing a future collection ? 10
 6. What are the various factors influencing fashion and trends in a particular season ? Explain giving examples. 10
 7. Explain the term "Trend Analysis" with the help of suitable examples. 10
 8. What should be the minimum time period data required by a forecaster to come up with a new forecast ? Explain by giving suitable examples. 10
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