

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

**Term-End Examination**

**December, 2016**

00255

**MFW-060 : FASHION FORECASTING**

*Time : 3 hours*

*Maximum Marks : 70*

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

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1. What are the various steps involved in making of a forecast ? Explain briefly. 10
2. List any three forecasting agencies who publish their forecasts every season. Discuss their roles in brief. 10
3. Explain the term "Consumer Research". What are the various steps carried out in the process of consumer research ? 10
4. Describe in brief any one current forecast story, with context to colour, material, texture, form or shape. 10
5. Explain "Haute Couture" and "Prêt-à-porter" giving examples. 10

6. Name any five major international cities where fashion shows are held every season. Describe any one of them in detail. 10
  7. List any three Internet-based and three Publications-based fashion forecasts. 10
  8. Describe any one of your favourite National or International fashion designers. Briefly explain his look, styling, design details, etc. 10
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