

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

Term-End Examination

December, 2017

00381

BFW-063 : FASHION FORECASTING

Time : 3 hours

Maximum Marks : 70

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

1. Explain Fashion Forecasting. With suitable examples, differentiate between long-term and short-term forecasting. 10
2. Discuss the steps involved in making a fashion forecast with suitable examples. 10
3. What are the reasons for a colour forecast to be published before the trend forecast ? 10
4. What do you understand by the term Trend Boards ? How do they help the designers in designing a future collection ? 10

5. Name any five Internet-based fashion forecasting agencies and five colour forecasting agencies. Explain the work-culture of any one of them. *10*

 6. What is Resort Wear ? Explain it with relevant examples. *10*

 7. Name any three leather based international fairs and publications. Briefly describe their objectives. *10*

 8. Explain the term Consumer Research. What are the various steps involved in carrying out Consumer Research ? *10*
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