

00286

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

Term-End Examination

June, 2013

BFW-063 : FASHION FORECASTING

Time : 3 hours

Maximum Marks : 70

Note : Attempt all questions. All questions carry equal marks.

1. Explain the term 'consumer research'. What are the various processes involved in carrying out a consumer research ? 10

2. What do you understand by the term 'trend boards' ? How do they help designer in designing a future collection ? 10

3. Write a brief note on 'fashion - forecasting'. 10

4. List any five international fashion magazines, that give a good insight on trends and styling. Also mention their importance in fashion design. 10

5. What do you understand by 'resort wear' ? 10
Explain giving examples in terms of styling and silhouettes.

 6. Enumerate any six International Fashion 10
Magazines, and any four forecasting agencies.

 7. Name any five major international cities where 10
fashion shows are held every season. What are
the activities in a fashion show ?
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