

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

**Term-End Examination**

**June, 2015**

**00206**

**MFW-060 : FASHION FORECASTING**

*Time : 3 hours*

*Maximum Marks : 70*

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

1. What do you understand by "Resort Wear" ?  
Explain. 10
2. Explain the term "Fashion Forecasting" with the help of suitable examples. 10
3. What is the relevance of studying past years forecasting in projecting future trends ? 10
4. List any five International Fashion Magazines for trends and styling. Describe any one in brief. 10
5. Name any three Internet based forecasting sites. Explain in brief any one of them. 10
6. Explain the term "Trend Analysis" with the help of suitable examples. 10

7. Write short notes on the following terms : 10
- (a) Consumer Scan
  - (b) Market Research
8. Briefly explain the three main stories of the forecast that you have studied. Mention the important findings from these stories. 10
9. Why is colour forecast done much before trend forecast ? Name any two colour forecasting agencies. 10
10. Briefly explain the role of television for Fashion Forecasting. 10
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