MANIPAL UNIVERSITY

SIXTH SEMESTER B. DES. (FD) DEGREE EXAMINATION – MAY 2016

SUBJECT: BFD 302 – FASHION FORECASTING
(2013 & 2014 SCHEME)

Monday, May 23, 2016

Time: 14:00 – 17:00 Hrs.   Max. Marks: 50

✍   **Answer any FIVE complete questions.**

✍   **Illustrate wherever necessary.**

1. **Explain the following:**

1A. What is fashion forecasting?

1B. Difference between long term and short term forecasting.

1C. What is need for fashion forecasting?

                                   (3+4+3 = 10 marks)

2. Explain five principles of fashion forecasting.

                                     (10 marks)

3A. **Explain these fashion terms:**

     i)   Style   ii)   Fad   iii)   Detail   iv)   Classic

3B. Why do we need color forecasting?

                           ((1½ marks × 4)+4 = 10 marks)

4. Explain fashion cycle with suitable example for each stage.

                                     (10 marks)

5A. What are the different theories of fashion adoption? Explain with examples.

5B. Color forecasting an art or science, justify it.

                                   (5+5 = 10 marks)

6. What are the different forecasting methods?

                                     (10 marks)