

MANIPAL UNIVERSITY

SIXTH SEMESTER B. DES. (FD) DEGREE EXAMINATION – MAY 2017

SUBJECT: BFD 302 – FASHION FORECASTING

Tuesday, May 02, 2017

Time: 14:00 – 17:00 Hrs.

Max. Marks: 50

✍ Answer any FIVE complete questions.

✍ Illustrate wherever necessary.

1. Explain the following:

1A. Which are the different seasons of fashion?

1B. Match the following:

i) Fashion cycle Psychological protection

ii) Great depression Bell shaped curve

iii) Couture Charles worth

1C. Why do we need to do colour forecasting?

(3+3+4 = 10 marks)

2. Explain consumer buying behavior. What are the factors which affect consumer buying behavior?

(10 marks)

3. Explain these fashion terms:

3A. Supply chain

3B. Right-brain and left-brain thinking

3C. Retail assortment

3D. Private label

3E. Trend chasm

3F. Mauveine

3G. Classic colours

3H. Chromaticity diagram

(1¼ marks × 8 = 10 marks)

4. What influences the trend forecasting? Explain in detail.

(10 marks)

5A. List out any four factors which influences fashion.

5B. What are the historical colour cycles in western fashion from 1850?

(5+5 = 10 marks)

6. Explain life of a trend in detail with suitable graph.

(10 marks)

