MANIPAL ACADEMY OF HIGHER EDUCATION
SECOND SEMESTER M.A. (FM) DEGREE EXAMINATION – APRIL 2018
SUBJECT: MAFD 510 – FASHION TRENDS AND FORECASTING

Friday, April 27, 2018

Time: 14:00 – 17:00 Hrs.   Max. Marks: 40

✍ **Answer any FOUR complete questions from the following.**

1.   **Answer the following questions:**

1A.   Define fashion forecasting. Give two examples of fashion forecasting agencies.

1B.   With the help of a flow chart briefly explain the process of trend analysis and fashion forecasting.

1C.   Write short notes on CAUS.

(2+6+2 = 10 marks)

2.   **Answer the following questions:**

2A.   Define trend map. Write briefly on the classification of trends.

2B.   Explain Trickle-down theory with an example.

2C.   Write short notes on sustainable fashion and environmental friendliness.

(3+2+5 = 10 marks)

3.   **Briefly explain the following questions:**

3A.   Differentiate between colour story and colour cycle.

3B.   Narrate on the process involved in developing a look forecast.

3C.   Define qualitative research. Give two examples.

(3+5+2 = 10 marks)

4.   **Explain the following:**

4A.   Write short notes on computer integrated forecasting.

4B.   Neatly draw the flow chart of integrated theory model and briefly explain the factors influencing todays fashion change.

4C.   Briefly explain on the response of industry to the style confident consumer.

(2+5+3 = 10 marks)

5.   **Describe briefly:**

5A.   Briefly explain on reduce, recycle and reuse.

5B.   Define high Fashion.

5C.   Briefly describe on various research methods used by forecasting professionals.

(4+1+5 = 10 marks)