

MANIPAL ACADEMY OF HIGHER EDUCATION
SIXTH SEMESTER B. DES. (FD) DEGREE EXAMINATION – APRIL 2018
SUBJECT: BFD 302 – FASHION FORECASTING

Tuesday, April 17, 2018

Time: 10:00 – 13:00 Hrs.

Max. Marks: 50

- ✍ **Answer any FIVE complete questions from the following.**
✍ **Support your answers with neat sketches**

1. Define the following terms:

- 1A. High fashion
- 1B. Theme forecast
- 1C. WGSN
- 1D. Co-design
- 1E. Style
- 1F. Value
- 1G. Content analysis
- 1H. Colour palette
- 1I. Classic
- 1J. POS data

(1 mark × 10 = 10 marks)

2. Answer the following questions:

- 2A. Briefly explain theories of fashion and note down their role while predicting upcoming trends.
- 2B. Briefly explain the integrated theory model of fashion with the help of a flow chart.
- 2C. Name the factors that influence the rate of adoption.

(4+4+2 = 10 marks)

3. Briefly explain the following questions:

- 3A. Consumer adopter categories of fashion and neatly sketch and label the fashion cycle.
- 3B. Consumer research techniques

(5+5 = 10 marks)

4. Answer the following questions:

- 4A. Neatly sketch and briefly explain the model of the fashion trend analysis and forecasting process.
- 4B. Define colour forecasting and what is the need for the same?
- 4C. What are the factors that inspires a theme forecast?

(6+2+2 = 10 marks)

5. **Describe briefly on the following:**

- 5A. Define Colour theory and write note on colour cycle with a neatly labeled flow chart.
- 5B. Step by step process involved in a textile forecast.
- 5C. What is look forecast?

(4+5+1 = 10 marks)

6. **Answer the following:**

- 6A. Describe briefly the process of developing a look forecast.
- 6B. Define design innovation.
- 6C. Briefly explain the “spirit of time” and its influence on fashion.

(5+2+3 = 10 marks)

