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III Semester B.Sc. Degree Examination, December/January - 2025/26

FASHION AND APPAREL DESIGN
Fashion Forecasting and Trend Analysis
(SEP Scheme Freshers Only)
Paper- FAD-3.4

Time : 2 Hours**Maximum Marks : 40****Instructions to Candidates:**

- 1. All Sections are Compulsory**
- 2. Illustrate wherever necessary**

SECTION - A**I. Answer All the questions.****(5×2=10)**

1. Define Market Research.
2. What is a forecast Error?
3. List two fashion forecasting agency
4. Define trend in fashion
5. Mention any two lenses of innovation.

**SECTION - B****II. Answer any Four of the following.****(4×5=20)**

6. Describe the principles and elements of trend forecasting.
7. Explain Colour Psychology and its application in marketing and branding.
8. Explain how culture and society shape fashion trends.
9. Explain the key differences between long term and short term forecasting
10. Describe the major steps involved in forecasting in Fashion Business
11. Explain any two fashion forecasting techniques.

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SECTION - C

III. Answer any One of the following:

(1×10=10)

12. Explain Innovation in fashion with reference to incremental, radical and disruptive models with examples.
13. Write notes on :
 - a) Sustainability and Social responsibility in forecasting
 - b) Application of AI and digital tools in fashion prediction.

