



Reg. No.

--	--	--	--	--	--	--	--

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

FASHION AND APPAREL DESIGN**Forecasting and Trend Analysis****(NEP Scheme F+R 2023-24 & Onwards)****Time : 2½ Hours****Maximum Marks : 60****Instructions to Candidates:**

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

SECTION - A**I. Answer any Ten of the following.****(10×2=20)**

1. What is Primary Data in forecasting?
2. Define Trend projection
3. What is Forecast accuracy?
4. What are the dimensions of colour?
5. Define slow Fashion.
6. What is short term fashion forecasting?
7. Mention two sources of colour ideas.
8. What is Consumer identity in Fashion?
9. What is Seasonal Forecasting?
10. What is Green washing?
11. Define Fashion Trend.
12. List any two online forecasting services.

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

13. What is Consumer research? Explain
14. Compare Micro and Macro trends with examples.
15. Write short notes on the Four lenses of innovation
16. Explain the importance of global fashion weeks for forecasting.
17. Describe the stages involved in Forecasting.
18. Briefly explain the roles of forecasting agencies and services.
19. Explain the direction of fashion change with examples.

REFERENCE**[P.T.O.]**

**SECTION - C****III. Answer any Four of the following:****(4×5=20)**

20. Analyze how Sustainable innovation is shaping future fashion industries.
 21. Discuss how market Research influence Pricing and assortment planning.
 22. Explain in detail the elements of forecasting with relevant industry examples.
 23. Discuss the impact art and subculture on trends
 24. Write short notes on
 - a) Limitations of forecasting
 - b) Advantages of forecasting
 25. Bring out the importance of trend boards and Moodboards in Fashion Forecasting.
-

