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Reg. No.

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V Semester B.Sc. Degree Examination, March/April - 2024

FASHION AND APPAREL DESIGN

Forecasting and Trend Analysis

(NEP CBCS Scheme 2023-24 Onwards Freshers Only)

Paper : FDEI 5.6T-C

Time : 2½ Hours

Maximum Marks : 60

Instructions to Candidates:

1. Write question number legibly.
2. All sections are **compulsory**.

SECTION - A

I. Answer any TEN of the following.

(10×2=20)

1. What is trend forecasting?
2. List any two essential elements of forecasting.
3. Define the term "direction of fashion change".
4. What is time series in fashion forecasting?
5. Define Radical innovation.
6. What is product design?
7. Define Trend.
8. Name any two objectives of forecasting.
9. What is fashion editing?
10. Define trade publication.
11. List methods of forecasting.
12. What is colour palette?



SECTION - B

II. Answer any FIVE of the following.

(5×4=20)

13. Name and briefly on one theory of forecasting.
14. Discuss the importance of understanding and predicting trends.
15. Differentiate between long term and short term forecasting.

[P.T.O.]



16. Define the concept of "Automaticity" as one of the four lenses of innovation.
17. Explain the significance of market research in fashion forecasting.
18. Explain how consumer research helps in shaping fashion trends.
19. Discuss the advantages of using online services in trade publications for fashion forecasting.

SECTION - C

III. Answer any FOUR of the following.

(4×5=20)

20. Elaborate the role of fashion forecasting in promoting social responsibility and sustainability.
 21. Explain how role of shopping and sales, impacts the evaluation of success in fashion retail.
 22. Discuss the impact of art, music and film on fashion trends.
 23. Explain the role of internet and AI in fashion forecasting.
 24. Explain the social and economic factors influencing fashion trends.
 25. Write a detailed note on psychology of colours.
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