



Roll No.....

End Semester Examination, December 2024
Program-B.DES (FASHION DESIGN) – 5th Semester
Fashion Forecasting in Apparel Design (SFFD301A)

Time: 2.5 hrs.

Max Marks: 50

Note: *All Questions are compulsory. Marks are indicated against each question.*

Q.1 This question consists of seven short questions covering the entire syllabus. Students are required to answer any five questions. Each question assesses the understanding level.

Each question carries 2 marks.

Each answer carries 2 marks. (2x5 = 10 marks)

- (a) What is the meaning of fashion in the context of fashion forecasting? [CO-1] [L-2]
- (b) Explain the term "selling strategy" within the fashion industry. [CO-1] [L-2]
- (c) Describe the importance of the fashion industry's components in forecasting. [CO-1] [L-2]
- (d) What are the primary goals of fashion marketing research? [CO-1] [L-2]
- (e) Define sampling methods and their role in fashion forecasting. [CO-1] [L-2]
- (f) What are forecasting services, and how do they support fashion forecasting? [CO-1] [L-2]
- (g) Differentiate between branded products and personal labels. [CO-1] [L-2]

PART-B

Q.2 Discuss the role of forecasting in the fashion industry. How does a forecaster contribute to market trends? [CO-2] [L-10]

OR

Describe the significance of the information network in the fashion industry and its influence on forecasting. [CO-2] [L-10]

Q.3 Explain the purpose of research design and data sources in fashion forecasting. [CO-3] [L-10]

OR

Discuss different methods of data collection and their effectiveness in fashion marketing research. [CO-3] [L-10]

Q.4 Outline the types of forecasting approaches used in demand forecasting. How do these methods differ for new products? [CO-4] [L-10]

OR

What factors should be considered when presenting a forecast to management? Explain their importance in decision-making. [CO-4] [L-10]

Q.5 Describe the process of new product development in the fashion industry. How does it influence consumer trends? [CO-5] [L-10]

OR

Explain the role of stores that seek specific merchandise and their impact on branded products in the apparel market. [CO-5] [L-10]