

4. What is a fashion forecaster?
- (a) A designer who creates new fashion products
 - (b) A manufacturer who produces fashion products
 - (c) A marketer who promotes fashion products to consumers
 - (d) A researcher who analyses fashion trends and styles
5. What is a trend report in fashion forecasting?
- (a) A document that summarizes the latest fashion trends and styles
 - (b) A document that details the marketing strategy for a new fashion product
 - (c) A document that outlines the manufacturing process for a new fashion product
 - (d) A document that provides information about the target audience for a new fashion product
6. The action or activity of gathering information about consumers' needs and preferences, especially about a particular product or service.
- (a) Customer Survey
 - (b) Consumer research
 - (c) Customer choice
 - (d) Quality research

7. _____ has a fair to perfect accuracy for short and long-term forecasts
- (a) Judgmental technique
 - (b) Trend line technique
 - (c) Dollar technique
 - (d) Delphi method
8. A _____ is a person that supervises the process of creating, developing and presenting content for the fashion department of a magazine, Web site etc.
- (a) Fashion writer
 - (b) Fashion editor
 - (c) Fashion journalist
 - (d) Director
9. Which of the following is NOT a factor that influences colour fashion forecasting?
- (a) Magazine articles
 - (b) Political events
 - (c) Economic conditions
 - (d) Social media trends
10. Which among the below set of colours are generally known as the primary colours of light?
- (a) White, yellow, Blue
 - (b) Red, Green, Black
 - (c) Red, Green, Blue
 - (d) Black, White , Red

Part B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) Elucidate on the importance of fashion forecasting.

Or

- (b) Identify the steps in forecasting.

12. (a) What responsibilities and functions does a fashion forecaster fulfil in the fashion industry?

Or

- (b) Give a note on the concept of Time series and Trends.

13. (a) Provide a brief overview of fashion trends with examples.

Or

- (b) What is a trend report in the context of the fashion industry?

14. (a) How does the Delphi technique work and what is its purpose?

Or

- (b) Enumerate the future of fashion forecasting.

15. (a) List out the dimensions of colour.

Or

- (b) Determine the importance of colour in marketing.

Part C

(5 × 8 = 40)

Answer **all** questions, choosing either (a) or (b).

16. (a) How does fashion forecasting contribute to the success and competitiveness of brands in the fashion industry?

Or

- (b) What are the primary areas where forecasting plays a crucial role?
17. (a) Distinguish between long-term forecasting and short-term forecasting.

Or

- (b) Briefly explain the role of the internet in fashion forecasting.
18. (a) Elucidate the fashion forecasting process.

Or

- (b) How do textile development and sales forecasting reform the fashion industry?
19. (a) What are some emerging trends and technologies shaping the future of fashion forecasting?

Or

- (b) How do fashion forecasting techniques inform strategic decisions and enhance competitive advantage within the fashion industry?

20. (a) What are the key steps and processes involved in accurately predicting future color trends in the fashion industry?

Or

(b) How does in-depth color research contribute to advancing innovation and strategic decision-making in industries such as fashion and design?
