

Total No. of Pages : 02

Total No. of Questions : 07

M.Sc.(Fashion Marketing Management) (2015 to 2017) (Sem.-3)
FASHION FORECASTING AND PRODUCT DEVELOPMENT

Subject Code : MSc.FMM-304

Paper ID : [A3186]

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. **SECTION-A is COMPULSORY carrying TWENTY marks.**
2. **SECTION-B consists of THREE Sub-sections : UNITS-I, II, III.**
3. **Each Sub-section contains TWO questions each, carrying TEN marks each.**
4. **Student has to attempt ONE question from each Unit and FOURTH from any UNIT.**

SECTION-A

Q.1 Answer briefly :

- a. What do you mean by forecasting?
- b. State the importance of forecasting.
- c. Define any two ingredients of forecasting.
- d. State the techniques of forecast presentation.
- e. Define the concept of product development.
- f. What is mark up?
- g. How is the selling price of a garment determined?
- h. State the importance of product development.
- i. Define costing.
- j. What are the methods of data collection for forecasting?

SECTION-B

UNIT-I

Q.2 What is forecasting? Explain the methods of fashion research process in detail.

Q.3 Explain the techniques of forecast presentation in detail.

UNIT-II

Q.4 Explain the steps of product development in detail.

Q.5 Discuss the factors that influence a product development decision.

UNIT-III

Q.6 Define the process and steps of product development of any accessory.

Q.7 What is the importance of costing? How is the profit percent of any apparel product determined?