Roll No. _____

END SEMESTER EXAMINATION

SEMESTER-V

COURSE CODE : GFT-409 **DURATION :2 (TWO)HRS**
COURSE TITLE :PRODUCT DEVELOPMENT & FASHION FORECASTING **MAXIMUM MARKS : 50**
PASS MARKS : 35 %
SESSION : JULY-DEC'20-21

NOTE:
1. *All the questions are compulsory*
2. *Mark for each question is shown against it.*
3. *Assume suitable logical data wherever necessary.*

1.	**(a)**	What is fashion forecasting?	**(2)**
	(b)	Briefly explain Couture and Pret-O-Porter.	**(3)**
	(c)	Write down the difference between short-term and long term fashion forecasting.	**(5)**
2.	**(a)**	Write down the various fashion levels for fashion forecasting.	**(5)**
	(b)	Briefly explain the 4 types of market segment.	**(5)**
3.	**(a)**	What is a target market?	**(2)**
	(b)	Define mood board.	**(2)**
	(c)	What are the ways to identify your target market?	**(6)**
4.	**(a)**	Briefly explain the color wheel through diagram.	**(5)**
	(b)	Write short notes on 5 basic silhouettes along with the pictures.	**(5)**
5.	**(a)**	Write down the difference between inspiration and mood board.	**(3)**
	(b)	Why color forecasting is important?	**(2)**
	(c)	Briefly explain on 4 natural fabric characteristics and various trims use in garment.	**(5)**