





Determine the forecast value for the next period using Exponential smoothing method.

13. Differentiate trend setter and trend spotter [K<sub>4</sub>]
14. Highlight the importance of test runs in forecasting. [K<sub>3</sub>]
15. Classify the textile product design [K<sub>4</sub>]
16. How will you select design and material for kids clothing? Justify. [K<sub>6</sub>]
17. Differentiate controlled and simulated test marketing [K<sub>4</sub>]
18. Give the significance of ratios in identifying the best merchandise assortment [K<sub>3</sub>]
19. Differentiate market potential and market demand. [K<sub>4</sub>]
20. Outline the purpose of CAPM in evaluating projects. [K<sub>3</sub>]

**PART C (10 x 5 = 50 Marks)**

21. How can a style out assist the buyer in making a forecast? [K<sub>4</sub>]
22. Illustrate the sequential steps involved in forecasting process. [K<sub>3</sub>]
23. Furnish the role of forecasting agencies in Fashion industry. [K<sub>3</sub>]
24. Differentiate qualitative forecasting and quantitative forecasting. [K<sub>4</sub>]
25. Highlight the role of blending of fibres on properties of apparel with example. [K<sub>5</sub>]
26. Determine the effect of yarn parameters and fabric construction on tensile strength. [K<sub>5</sub>]
27. Comment on surface profile of satin fabric. [K<sub>4</sub>]
28. How will you build design ideas for new product development? [K<sub>4</sub>]
29. Discuss commercialization of new products [K<sub>2</sub>]
30. The net sales of the Callie Black Collection, Newyork if \$ 12,400,000. The cost of goods sold is 60% and General operating Expense is 35%. Calculate the Gross margin and find whether the Callie Black meets the profit or loss. [K<sub>5</sub>]

**PART D (2 x 10 = 20 Marks)**

31. Today's fashion market place is highly competitive and the constant need to refresh product ranges means that there is an inevitable move by many retailers to extend the number of seasons, i.e., the frequency with which the entire merchandise within a store is changed. Therefore accurate forecasting relies on retail ties to inform about financial matters. Heads of big business and financial investors are now interested in forecasting. For example the successful fashion retailer, Zara, there might be 20 seasons in a year. Analyze the situation of short life cycle of the fashion industry and suggest a one of the forecasting methods. [K<sub>6</sub>]

32. Determine the cost of goods and develop a cost sheet using the following descriptions. [K<sub>5</sub>]

Description: Women's two piece knit

Date: June 12, 2012

Style: 402

Size Range: 6, 8, 10,12

Size scale:2-4-4-2

Fabric Manufacturer: U.S.A

Fabric Width: 60inches

Estimated Marker Yardage: 21 yds

Material: Solid color

Buttons: 1 button of \$0.04each

Marking and grading cost: \$1.00

Cutting cost: \$0.72

Construction cost: \$4.48

Shipping cost: FOB factory

(Assume the material cost values)

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