

Assessment 2

Total Marks: 30

1. Give short answers for the following questions: (20)
 - I. What is fad?
 - II. Define the term 'fashion forecasting'.
 - III. How would you differentiate fashion forecasting from trend forecasting?
 - IV. What is meant by fashion trends?
 - V. Outline the basic practical considerations that a customer takes into account when selecting fashion garments or accessories?

2. What is the difference between fashion and style? Explain with examples. (10)