



**PRESIDENCY UNIVERSITY  
BENGALURU**

**SCHOOL OF DESIGN  
END TERM EXAMINATION - JAN 2023**

**Semester :** Semester VII - 2019

**Course Code :** BDP401

**Course Name :** SEM VII - BDP401 - Trend Forecasting and analysis

**Program :** B. Design (PD)

**Date :** 9-JAN-2023

**Time :** 9.30AM - 12.30PM

**Max Marks :** 100

**Weightage :** 50%

**Instructions:**

- (i) Read all questions carefully and answer accordingly.
- (ii) Question paper consists of 3 parts.
- (iii) Scientific and non-programmable calculator are permitted.

**PART-A**

**ANSWER ALL THE FOLLOWING QUESTIONS**

**3Q X 10M = 30M**

1. How do product designers use trend forecasting data to inform their design choices when combined with information from other sources, such as market research and consumer feedback? Describe with an example.  
(CO4,CO3) [Knowledge]
2. How is the linear forecasting method applied to product design?  
(CO3,CO4) [Knowledge]
3. Describe the color trends for 2023–2024 that various forecasting firms have anticipated. Discuss the new information that could impact personal-use products.  
(CO4,CO3) [Knowledge]

**PART-B**

**ANSWER ALL THE FOLLOWING QUESTIONS**

**2Q X 15M = 30M**

4. Gather information and outline how urbanization has affected the way of life in the village today. Give your opinions on sustainability for both situations as a product designer.  
(CO3,CO4) [Comprehension]
5. Describe the television trends that many predicting firms have anticipated has developed between 2021 and 2023. Talk about the most recent information that might affect headphones in the future.  
(CO3,CO4) [Comprehension]

**PART-C**

**VIVA / JURY**

**1 X 40M = 40M**

6. Present the given topic and defend the jury clarifications.

(CO4,CO3) [Application]

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