

No. of Printed Pages : 2

BFD-074

**CERTIFICATE IN FASHION DESIGN
(CFDE)**

Term-End Examination

December, 2023

**BFD-074 : COMMUNICATION AND
ENTREPRENEURSHIP**

Time : 3 Hours

Maximum Marks : 100

Note : *Answer five questions in all. Question No. 1 compulsory.*

1. Write short notes on any *four* of the following :
5 each
 - (a) Visual communication
 - (b) Small talk with foreigners
 - (c) Fashion event
 - (d) Media sharing network

2. Draft an invitation for the press conference to announce fashion show at a Hotel with specific date and time. 20

P. T. O.

[2]

3. Describe the fashion broadcasting and fashion film. 20
4. Discuss market creative presentation. 20
5. What are the social media platforms most popular on the internet ? Discuss their role in fashion. 20
6. Describe business idea generation in the context of fashion industry. 20
7. Discuss the steps in setting up small business enterprise. 20
8. Write short notes on any *two* of the following (200 words each) : 10 each
 - (a) Business Etiquette in England
 - (b) Event Planning
 - (c) Role of Pattern maker
 - (d) Market Research

BFD-074