

B.A. IN FASHION COMMUNICATION (BAFC)

Term-End Examination

June, 2012

BFM-009 : CREATIVE WRITING

Time : 3 hours

Maximum Marks : 100

Note : All questions are compulsory. Question 3 has an option.

1. Promote one fashion brand that you dislike most. **20**

2. Briefly describe an incident or any significant period in your life that brought any kind of changes either in your individuality or personality. **20**

3. Make a comparative study about the different costumes used in any two movies based on different themes. **20**

OR

Critically evaluate the costumes that emerged during any given era anywhere in the world.

4. Discuss your take on wide spread corruption suggesting measures to form a better society. Also how far do you believe Anna Hazare's fight against corruption and the Jan Lokpal Bill prove instrumental to support this cause. 15
5. If you ever had to come up with a fashion store, what would you name it? What kind of products would you like to keep in your store? Think of a theme for a range of any particular product that you would offer and give a brief description of it. 25
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