

CERTIFICATE IN FASHION DESIGN (CFDE)

Term-End Examination

June, 2019

00794

**BFD-074 : COMMUNICATION AND
ENTREPRENEURSHIP**

Time : 3 hours

Maximum Marks : 100

*Note : Question no. 1 is **compulsory**. Answer **five** questions in all. All questions carry equal marks.*

1. Write short notes on any **five** of the following with an example of each (100 words each) : $5 \times 4 = 20$
 - (a) Media Sharing Networks
 - (b) Bookmarking and Content Creation Networks
 - (c) Consumer Review Networks
 - (d) Influencer Marketing
 - (e) YouTube
 - (f) Qualities in an Entrepreneur
 - (g) Textures in Fashion

2.
 - (a) Illustrate the process of entrepreneurship with the help of a flow chart. 10
 - (b) Write a short note on how colour plays an important role in communication of fashion. 10

3. What is a press release ? List all the important elements of a press release with one line explanation of each. 20

4. Draft an invitation letter for a press conference to be organised by the Fashion Design Council of India on 15th April at Hotel Taj Palace, New Delhi. Time : 3 p.m. Mr. Sunil Sethi, Director General, FDCI will address the conference and announce the dates for the Couture Week. 20

 5. Explain any four online multimedia presentation tools available online to make interesting and creative presentations. 20

 6. What is visual merchandising ? What role does it play in the communication of fashion brands ? 20

 7. Describe the role of a Fashion PR professional in fashion promotions. How are they engaging social media to create visibility for their brands ? Explain with examples. 20

 8. Write short notes on any **two** of the following (two hundred words each) : 2×10=20
 - (a) Fashion Films
 - (b) Fashion Photography and Styling
 - (c) Fashion Events
 - (d) Idea Generation for Business Opportunities
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