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BFD-74

**CERTIFICATE IN FASHION DESIGN
(CFDE)**

Term-End Examination

June, 2020

**BFD-74 : COMMUNICATION AND
ENTREPRENEURSHIP**

Time : 3 Hours

Maximum Marks : 100

Note : (i) Question No. 1 is compulsory.

(ii) Answer five questions in all.

(iii) All questions carry equal marks.

1. (a) Who is an entrepreneur ? List *three* key characteristics and traits that profile an entrepreneur. 5
- (b) Write short notes on any *three* of the following and explain with examples : 15
- (i) Leadership for an entrepreneur
- (ii) Risk-taking for an entrepreneur

P. T. O.

- (iii) Decision-making for an entrepreneur
- (iv) Planning for a successful entrepreneur
- (v) Attitude of an entrepreneur

2. Write the number of sounds and number of letters the following words have : 20

- (a) junior
- (b) brush
- (c) done
- (d) bibliography
- (e) neighbour
- (f) geography
- (g) property
- (h) mud
- (i) inkpot
- (j) puzzle

3. (a) Write *five* different situations (one line each) when we great people in our everybody lives. 10

(b) Write the following words in contracted forms : 10

- (i) Need not
- (ii) I would
- (iii) We are
- (iv) Did not
- (v) You have
- (vi) Should not
- (vii) Is not
- (viii) Do not
- (ix) We have
- (x) That is

4. Write short notes on any *four* of the following with examples : $4 \times 5 = 20$

- (a) Influencer marketing
- (b) Fashion photography and styling
- (c) Facebook
- (d) Fashion events
- (e) Content creation networks

5. What is visual merchandising ? Describe important elements of visual merchandising for a fashion brand. 20
6. (a) Define colour and write *ten* colour synonyms for white and black. 10
- (b) Describe, how textures play an important role in fashion. 10
7. (a) What is a press invitation ? 5
- (b) What is a press release ? List important parts of a press release. 15
8. List any *five* social media platforms and explain how are these platforms important for fashion communications. 20