

CERTIFICATE IN FASHION DESIGN (CFDE)

Term-End Examination

June, 2021

**BFD-074 : COMMUNICATION AND
ENTREPRENEURSHIP**

Time : 3 hours

Maximum Marks : 100

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

1. Write short notes on any *four* of the following with an example of each (100 words) : 4×5=20
 - (a) Press Release
 - (b) Selection of an Enterprise
 - (c) Business Opportunities
 - (d) Event Planning
 - (e) Career Trends in Fashion

2. What do you understand by the term Enterprise ? List the steps followed for setting up of a small business enterprise in detail. 20

3. Explain the term Fashion Communication. Describe fashion broadcasting and fashion films with example. 5+15

4. Explain the concept of online economy. Write about different types of E-commerce in the Indian Fashion Industry. 20
5. Draft an invitation letter for a press conference to be organised by you as a 'Fashion Designer', on 20th December, 2020 at Hotel Taj Palace, New Delhi, Time 3 PM for announcing the opening of your new fashion studio. 20
6. What do you understand by the term Business Etiquettes ? Describe the importance of language, writing and vocabulary as a part of business etiquettes. 20
7. Explain the role of social media in Fashion. Explain any two social media platforms. 5+15
8. Write short notes on any **two** of the following (200 words each) : 2×10=20
- (a) Business Blueprint
 - (b) Fashion Marketing
 - (c) Making Creative Presentation
 - (d) Growing Number of Women in Enterprise
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