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**B.A. IN FASHION COMMUNICATION (BAFC)**

**Term-End Examination**

**December, 2011**

**BFM-009 : CREATIVE WRITING**

*Time : 3 hours*

*Maximum Marks : 100*

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**Note :** *All questions are compulsory.*

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1. Write in not more than 300 words the critical appreciation regarding costumes of any latest movie you have seen. State the name of the movie, artists and their characters as well. **10**
2. Briefly describe about your favourite monument without mentioning its name throughout. **10**
3. Lakme products are available in several ranges and themes, for instance, the recently launched "Fantasy Collection". Think up a new theme for a range and give a short description of the theme. **10**
4. Design a T-shirt using the image of any dyeing craft. Write a slogan (on the front or back or both front and back of T-shirt) which connects with the revival of this craft. **10**

5. Write a covering letter that you would mail a company along with your resume so that it may convince the concerned person to hire you. 10

6. Do you feel the fashion in today's era commodifies woman into a mere object of beauty ? Justify your answer. 15

**OR**

Is the world slowly transforming into matriarchal society ? Explain.

7. Choose any Indian fashion designer and prepare a writeup for a fashion magazine with International Clintele describing about the collection that was displayed at the latest fashion week held at Delhi or Mumbai. 15

**OR**

Elucidate creatively to promote something that you like the most.

8. How far do you believe "Bleed Blue" campaign influenced various fashion trends observed during the World Cup and change the perception of colour blue ? 20

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