

**CERTIFICATE IN FASHION DESIGN (CFDE)**  
**Term-End Examination**  
**February, 2021**

**BFD-074 : COMMUNICATION AND  
ENTREPRENEURSHIP**

*Time : 3 hours*

*Maximum Marks : 100*

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

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1. Write short notes on any **five** of the following with an example of each (100 words each) : 5×4=20
  - (a) Twitter
  - (b) Social Shopping Networks
  - (c) Discussion Forums
  - (d) Visual Communication
  - (e) Use of Symbols in Communication
  - (f) Fashion Advertising
  - (g) Market Analysis
  
2. Failure to make the growth transition from entrepreneur to manager is the primary cause of failure in small businesses. Discuss. 20
  
3. Why is it important for fashion marketers to study consumer behaviour ? What are the factors influencing consumer behaviour ? 20

4. Draft a press invitation for the press conference organized to announce opening of Delhi Runway Week 2019 with Designer Sikander Nawaz on 13<sup>th</sup> August, 2019 at Hotel Taj Vivanta, New Delhi, Time : 4 pm. 20
  5. Explain the uniqueness of fashion marketing. Give appropriate examples. 20
  6. Discuss the importance of budgeting in development of an enterprise. 20
  7. Define Entrepreneurship. What are the benefits of being an Entrepreneur to self and the community and what do you understand by Entrepreneurial motivation ? Explain in detail. 20
  8. Write short notes on any **two** of the following (200 words each) :  $2 \times 10 = 20$ 
    - (a) Need for a Business Plan
    - (b) Societal Marketing Concept
    - (c) Selection of an Enterprise
    - (d) Influencer Marketing
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