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BFD-074

**CERTIFICATE IN FASHION DESIGN
(CFDE)**

Term-End Examination

December, 2021

**BFD-074 : COMMUNICATION AND
ENTREPRENEURSHIP**

Time : 3 Hours

Maximum Marks : 100

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

1. Write short notes on any *four* of the following with an example of each (**100** words each) :
5 each
 - (a) Importance of conversation in business
 - (b) Business etiquettes in India
 - (c) Fashion Photography
 - (d) Market Research
 - (e) E-Marketing

2. What do you understand by digital economy ?
Explain retail strategies adopted by entrepreneurs for e-marketing in fashion industry. 5+15
3. Describe the term Fashion Merchandising.
Explain the roles and responsibilities of a Fashion Merchandise and its career path. 5+15
4. Write a press release with announcement for the fashion show to be organised at a Hotel in New Delhi, on 10th December, 2020, exhibiting exclusive work of various renowned designers. 20
5. Define the term communication skills.
Explain different means of communication for fashion. 20
6. Define the term small talk. Explain the importance of small talks in business and also write about safe and unsafe topics for small talks. 20

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7. Describe the term visual merchandising. Also explain the role of graphic designing and window display as a part of Fashion Communication. 20
8. Write short notes on any *two* of the following (two hundred words each) : 10 each
- (a) Fashion PR
 - (b) Law related to e-Commerce
 - (c) Fashion and social media
 - (d) Career in fashion