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BFD-074

**CERTIFICATE IN FASHION DESIGN
(CFDE)**

Term-End Examination

December, 2022

**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 each) :

4×5=20

- (a) Body Language
- (b) Canva
- (c) Twitter
- (d) Market Research
- (e) Textile Design

P. T. O.

2. Describe the role of a mentor, importance of networking and the need for market research in setting up of Small Entrepreneurship Unit (SEU). 20
3. “Entrepreneurial qualities are inborn and cannot be acquired.” Analyse this statement and explain the characteristics of an entrepreneur. 20
4. Explain the objectives of identifying business opportunities. Discuss the factors affecting the identification of business opportunities. 20
5. What do you understand by the term Business Etiquettes ? Describe the importance of language, writing and vocabulary as a part of business etiquettes. 20
6. What steps would you recommend to your clients for setting up of a small business enterprise ? Explain any *three* of them.
10+10=20
7. What is the future of fashion through social media ? 20

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8. Write short notes on any *two* of the following
(200 words each) : 2×10=20

- (a) Social Networks
- (b) Fashion Journalism
- (c) Fashion Styling
- (d) E-Commerce in Global Fashion