

CERTIFICATE IN FASHION DESIGN (CFDE)

Term-End Examination

June, 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) : *4×5=20*
 - (a) Business Etiquette in India
 - (b) Fashion Event Design
 - (c) Press Invitation
 - (d) Social Networks
 - (e) Fashion Forecasting

2. What do you mean by Fashion Marketing and Consumer Behaviour ? Discuss the role of Social Media in Fashion. *10+10=20*

3. What do you mean by Fashion Journalism ? Draft a press release for opening of a new studio. *5+15=20*

4. Who is an Entrepreneur ? Explain uniqueness of Entrepreneurship. *5+15=20*
5. What do you mean by Small Business Analysis Skills ? Discuss 'Planning' of business with an example. *10+10=20*
6. Discuss the concept of e-Marketing. What are the different types of e-Commerce ? *10+10=20*
7. Explain growth and employment scenario of Fashion and Textile industry in India. What are the job roles and responsibilities of a Fashion Designer ? *10+10=20*
8. Write short notes on any **two** of the following : *2×10=20*
- (a) Organising Manpower
 - (b) Fashion Merchandising
 - (c) SWOT Analysis
 - (d) Fashion Forecasting
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