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BFD-074

**CERTIFICATE IN FASHION DESIGN
(CFDE)**

Term-End Examination

June, 2023

**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) Sample of Greeting
- (b) Fashion Journalism and Event Planning

P. T. O.

- (c) Press invitation
 - (d) Entrepreneurship
 - (e) Importance of small talk in business
2. (a) Describe few situation from everyday life when we need to greet people. Give example. 10
- (b) A business visitor arrived from U. K. How will you receive him ? 10
3. (a) What do you mean by fashion journalism ? 10
- (b) Describe communication skills required for fashion. 10
4. Describe the importance of budgeting in development of fashion enterprise. 20
5. Explain the delicate uniqueness of entrepreneur. 20
6. How will you do SWOT analysis for identification of your business choice ? 20

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7. Describe the online economy and e-marketing in the context of fashion products. 20
8. Write short notes on any *two* of the following : 10 each
- (a) Pattern making skills for fashion
 - (b) Business etiquette in India
 - (c) Graphic design for Fashion
 - (d) Role of social media in fashion