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BFD-074

**CERTIFICATE IN FASHION DESIGN
(CFDE)**

Term-End Examination

June, 2024

**BFD-074 : COMMUNICATION AND
ENTREPRENEURSHIP**

Time : 3 Hours

Maximum Marks : 100

Note : Question **No. 1** is compulsory. Answer **five** questions in all. All question carry **equal** mark.

1. Write short notes on any five of the following with an example (is 100 words each) : $5 \times 4 = 20$
 - (a) Qualities in an Entrepreneur.
 - (b) Fashion Advertising.
 - (c) Fashion Photography.
 - (d) Facebook
 - (e) Fashion events.
 - (f) Market Analysis
 - (g) Discussion Forums.
2. (a) Explain the concept of online/digital economy Vs E-marketing. 10

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- (b) Discuss the types of E-Commerce and law related to it. 10
3. Why is it important for fashion marketers to study consumer behaviour ? What are the factors influencing consumer behaviour ? 20
4. What is visual merchandising ? Describe important elements of visual merchandising for a fashion brand.
5. Differentiate between press invitation and press release ? List important parts of a press release. 20
6. (a) Define Entrepreneurship. What are the benefits of being an Entrepreneur to self and the community.
- (b) What do you understand by Entrepreneurial motivation ? Explain in detail. 10 + 10
7. Explain the term fashion communication. Describe fashion broadcasting and fashion films with example. 20
8. What do you understand by the term Business Etiquettes ? Describe the importance of language, writing and vocabulary as a part of business etiquettes. 20

P.T.O.