

**B.A. IN FASHION COMMUNICATION (BAFC)**

**Term-End Examination**

**June, 2011**

**BFM-009 : CREATIVE WRITING**

*Time : 3 hours*

*Maximum Marks : 100*

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*Note : All questions are compulsory.*

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1. Which is your favourite movie (any language) ? 10  
Narrate the story in not more than 250 words.
  
2. Briefly describe about your favourite food item 10  
without mentioning its name throughout.
  
3. Levi's Denim are available in several ranges and 10  
themes, for instance, "Curve ID" and "Diva".  
Think up a new theme for a range and give a short  
description of the theme.
  
4. Design a T-shirt using the image of any sport item. 10  
Write a slogan (on the front or back or front and  
back of T-shirt) which connects with this sport  
item with a fashion lifestyle brand. Mention the  
name of the brand as well.

5. Write a cover letter that you would mail a company along with your resume so that it may convince the concerned person to hire you. 10

6. If beauty is only skin deep, then why do people follow beauty regimen ? 15

**OR**

“Its a Man’s world”. How far do you agree with this statement ? Explain.

7. Write one creative sentence for each of the five senses (sight, sound, touch, taste and smell). For example, “The squirrel crawled over a pile of books, licking coated layers of dust, only to seek same knowledge”. (Taste) 15

**OR**

Elucidate creatively to promote something that you hate the most.

8. What was your first reaction to the recent natural disaster in Japan that took the world by storm ? 20

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