

**CERTIFICATE IN FASHION DESIGN
(CFDE)**

Term-End Examination

December, 2024

**BFD-074 : COMMUNICATION AND
ENTREPRENEURSHIP**

Time : 3 Hours

Maximum Marks : 100

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

1. Write short notes on any *five* of the following with an example of each (**100** words each) :

5×4=20

- (a) Use of symbols in communication
- (b) Social shopping networks
- (c) Press Release
- (d) Pattern Maker
- (e) Twitter
- (f) Influencer marketing
- (g) Event planning

2. Explain the concept of online economy. Write about different types of e-Commerce in the Indian Fashion Industry. 20
3. What do you understand by the term Enterprise ? List the steps followed for setting up of a small business enterprise in detail. 20
4. Explain the uniqueness of fashion marketing. Give appropriate examples. 20
5. Discuss the importance of budgeting in development of an enterprise. 20
6. Define the term small talk. Explain the importance of small talks in business. Write about safe and unsafe topics for small talks. 20
7. Describe the term fashion merchandising. Explain the roles and responsibilities of a fashion merchandise and its career path. 5+15
8. (a) Describe fashion photography as a mean of fashion communication. 10
(b) Explain the role of a PR (Public Relations) in a fashion industry. 10

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