

**CERTIFICATE IN FASHION
DESIGN/DIPLOMA IN FASHION
DESIGN AND RETAIL
(CFDE/DFDR)**

Term-End Examination

June, 2025

**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 (in about **100** words) : 4×5=20
- (a) Fashion Photography
 - (b) Body Language
 - (c) Fashion Event Design
 - (d) E-commerce of Fashion products

2. Describe the business etiquettes of India and Australia. 20
3. Describe the relationship between reporting on fashion, culture and lifestyle using different media. 20
4. Explain the crucial factors for setting up a small business of fashion products with blueprint. 20
5. Discuss the retail strategies for online and e-marketing in fashion industry. 20
6. How will you make a creative presentation for jury for final selection process to present at the India Fashion Week ? Give an illustration with presentation tools. 20
7. Define the term 'Fashion Merchandising'. Write steps in setting up a small fashion enterprise. 20

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8. Write short notes on any ***two*** of the following : 10+10

(a) Communication Skills

(b) Social Media

(c) Fashion Broadcasting

(d) Fashion Forecasting

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