

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

Term-End Examination

June, 2026

**BFD-074 : COMMUNICATION AND
ENTREPRENEURSHIP**

Time : 3 Hours

Maximum Marks : 100

Note : (i) Answer **five** questions in all.

(ii) Question No. 1 is compulsory.

1. Write short notes on any **four** of the following : 5 each
 - (a) Fashion Journalism and Event Planning
 - (b) Press Invitation
 - (c) Entrepreneurship

- (d) Business Etiquette in Australia
- (e) Visual Merchandising
- 2. (a) Describe the purpose of greetings. 10
- (b) Differentiate between written and oral communication. 10
- 3. (a) Describe the uses of social media in fashion. 10
- (b) Describe cultural studies and visual research required for fashion. 10
- 4. Explain Fashion Jargon with examples. Discuss *five* reasons how communication skills for fashion will help you effectively communicate. 20
- 5. (a) Write a boilerplate for Indira Gandhi National Open University. 5
- (b) Draft a press invitation for the conference organised to announce of opening of Indian Fashion Week 2024. 15
- 6. Discuss Entrepreneur and Entrepreneurial competencies in the context of Fashion Enterprise. 20

[3]

7. Describe the role and responsibilities of following personnel engaged in Fashion Enterprise : 20

(a) Sourcing Manager

(b) Fabric Technician

(c) Textile Designer

8. Write short notes on any *two* of the following : 2×10=20

(a) Headline and Strapline

(b) Graphic Design for Fashion

(c) Self Enterpeneur

(d) E-marketing

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